

GEM Women's Report 2022/2023 *Challenging Bias and Stereotypes*

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Entrepreneurial Lifecycle

Global Averages (n=49)

Intentions	17% (0.83 W/M)
Startup	10.1% (0.80 W/M)
Established	5.5% (0.68 W/M)

Motivations to Start

Job scarcity	72.9% (1.08 W/M)
Wealth building	55% (0.91 W/M)
Make a difference	52% (1.05 W/M)

Reasons for Exit

Not profitable	24.2% (0.99 W/M)
Pandemic	20% (1.22 W/M)
Family	18% (1.43 W/M)

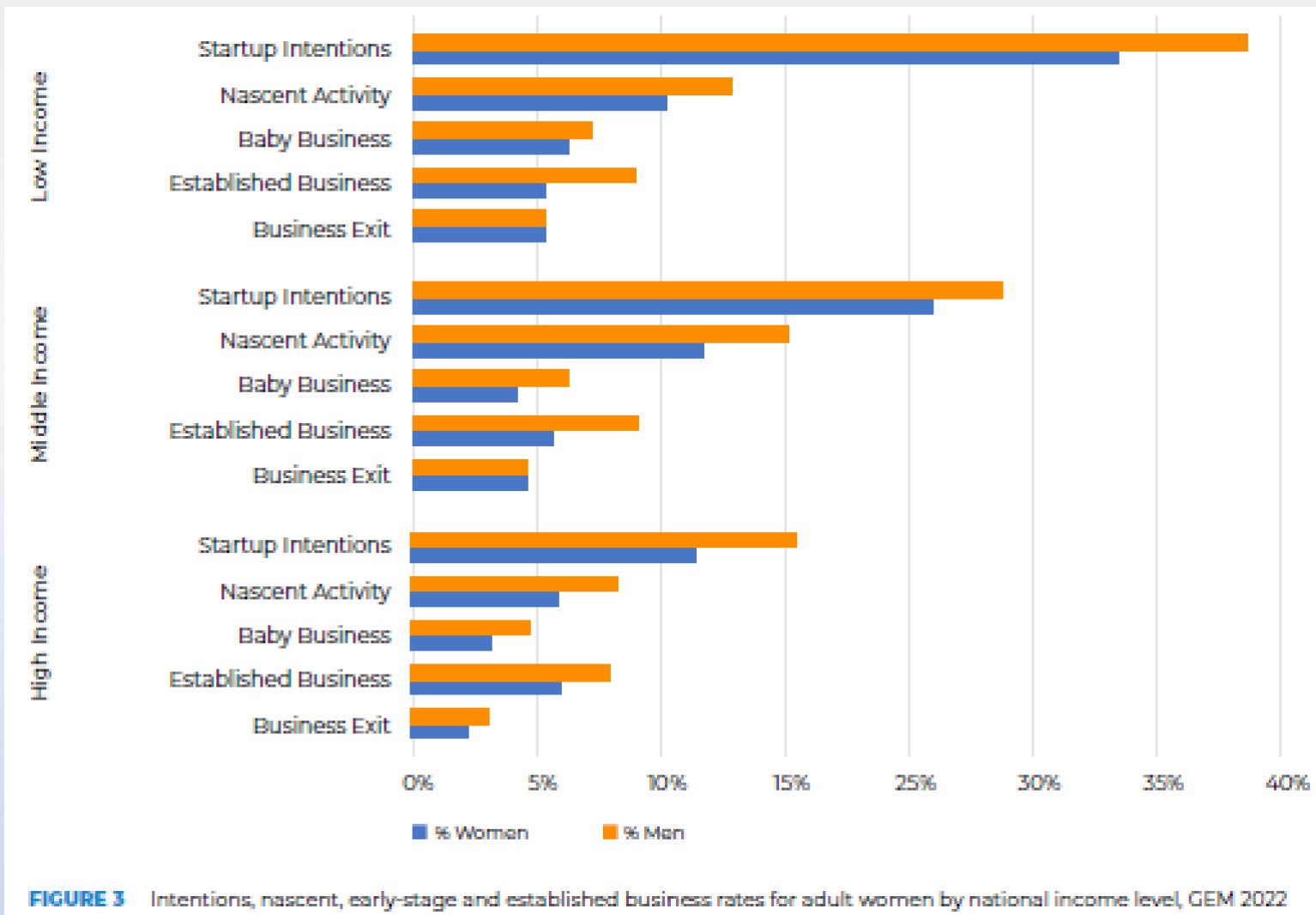
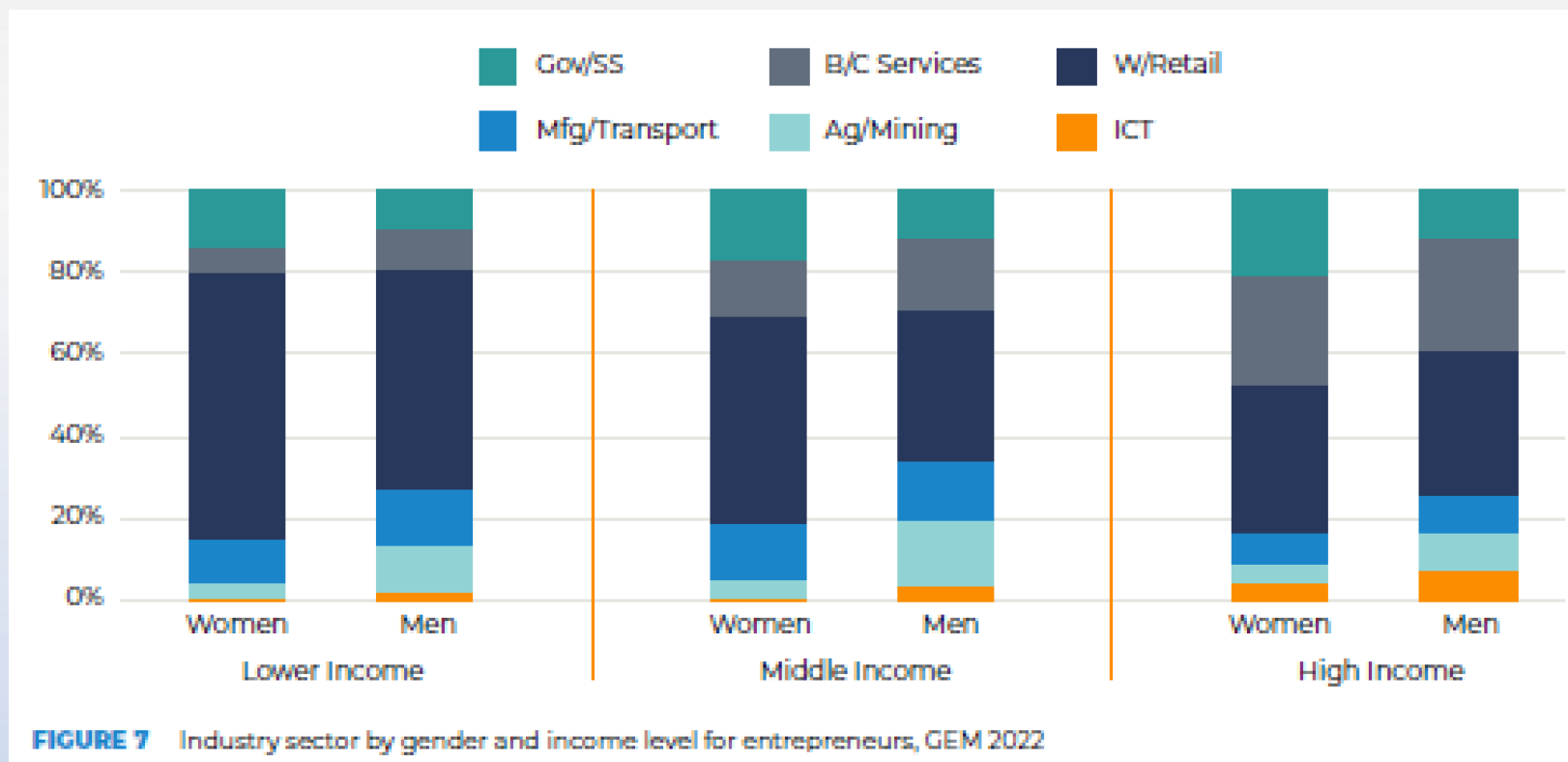


FIGURE 3 Intentions, nascent, early-stage and established business rates for adult women by national income level, GEM 2022

Segmentation: Industry and Business Size



Solopreneurs

36% Women
24.5% Men
1.47 W/M

ICT

2.3% Women
5.3% Men
0.43 W/M

High Potential Startup Activity

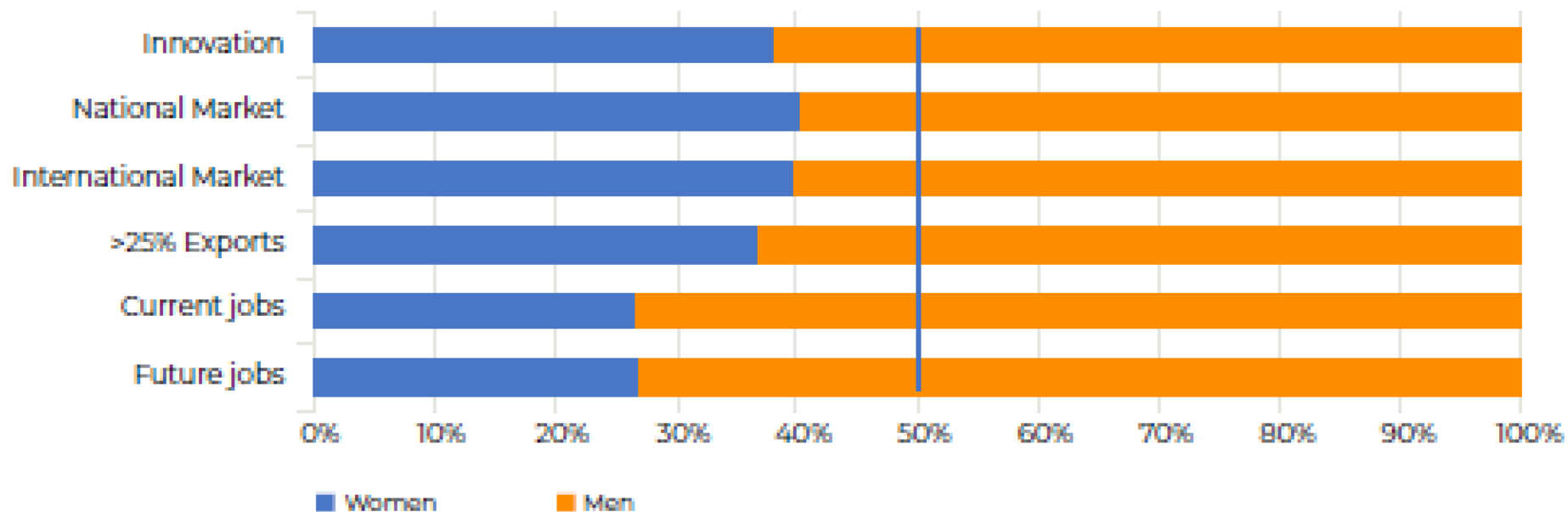
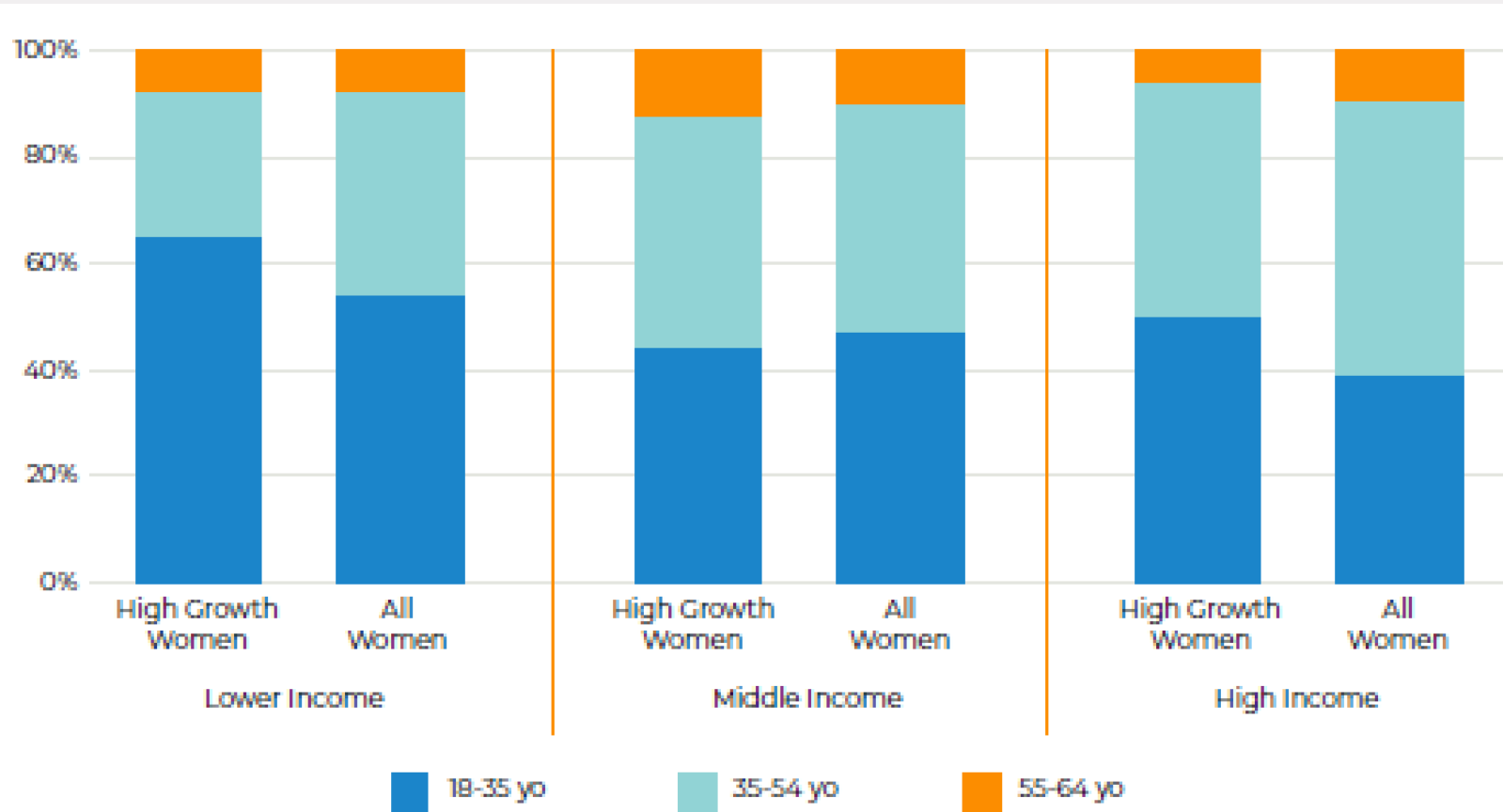


FIGURE 9 Gender composition of high growth indicators, GEM 2022



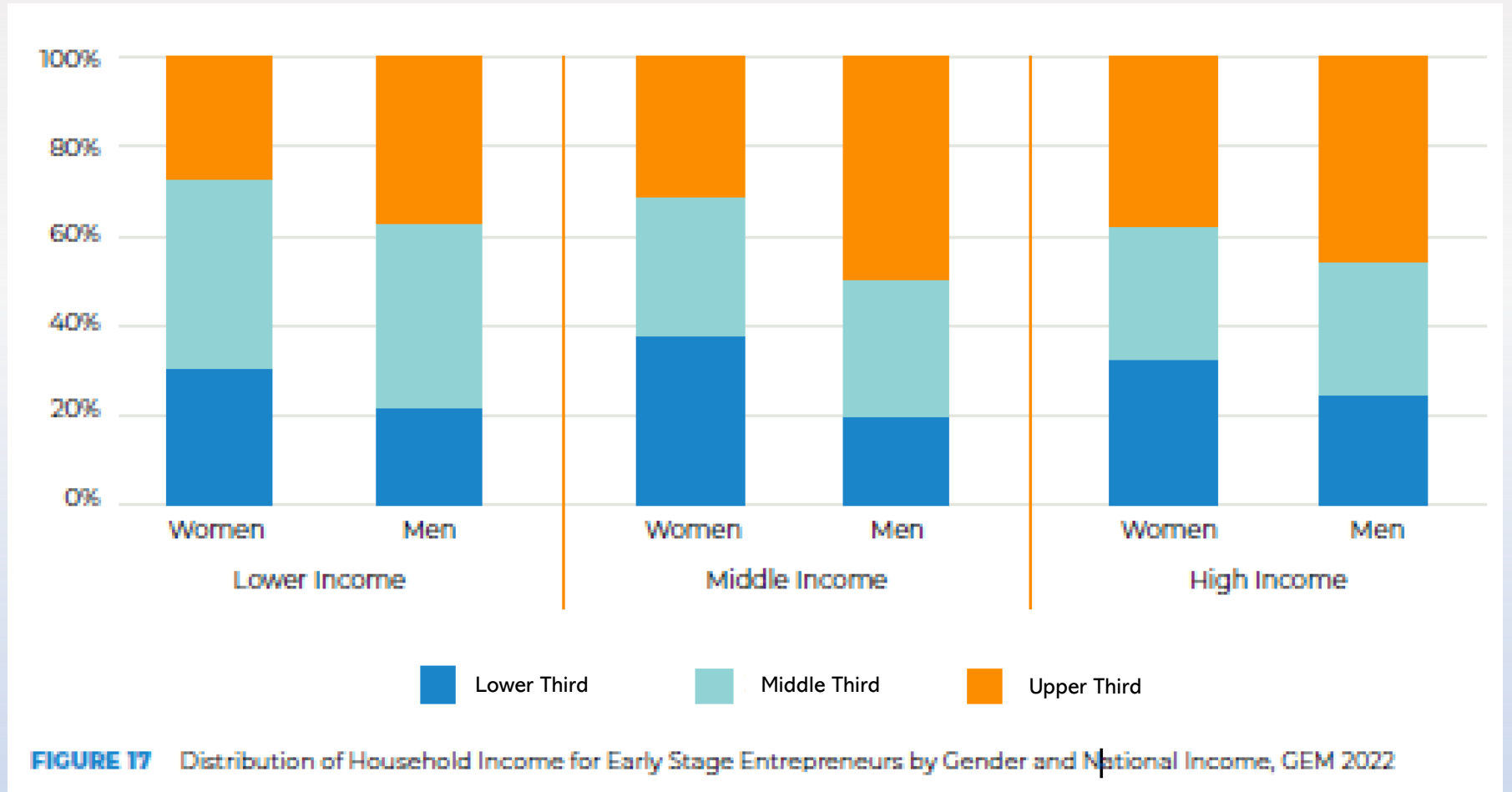
Women-led High Growth Startups

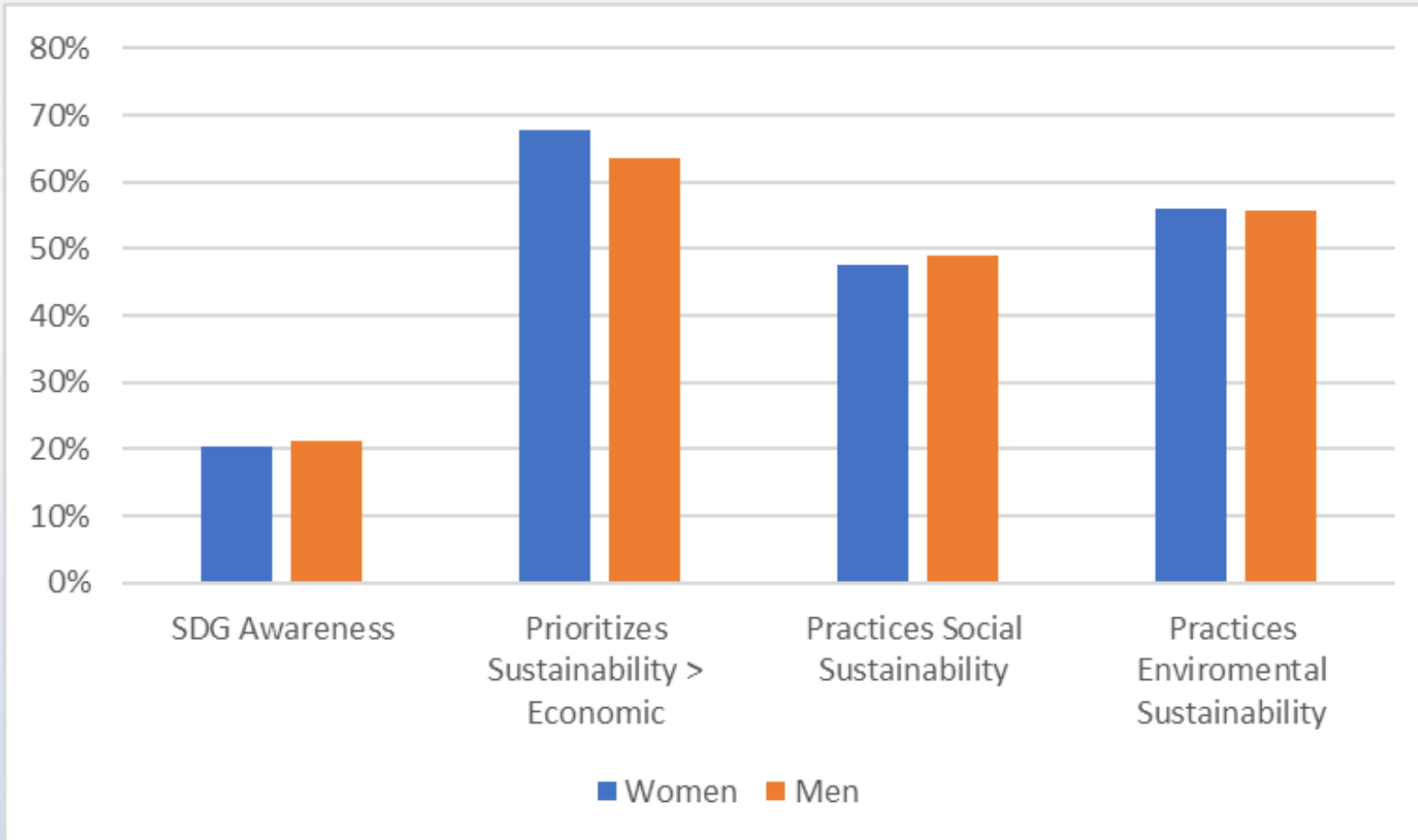
FIGURE 15 Age distribution for high growth and all women entrepreneurs by national income level, GEM 2022

Household Income

Global Averages

Lower 34.2% (1.52 W/M)
 Middle 33.6% (1.03 W/M)
 Upper 32.3% (0.72 W/M)





Social and Environmental Sustainability

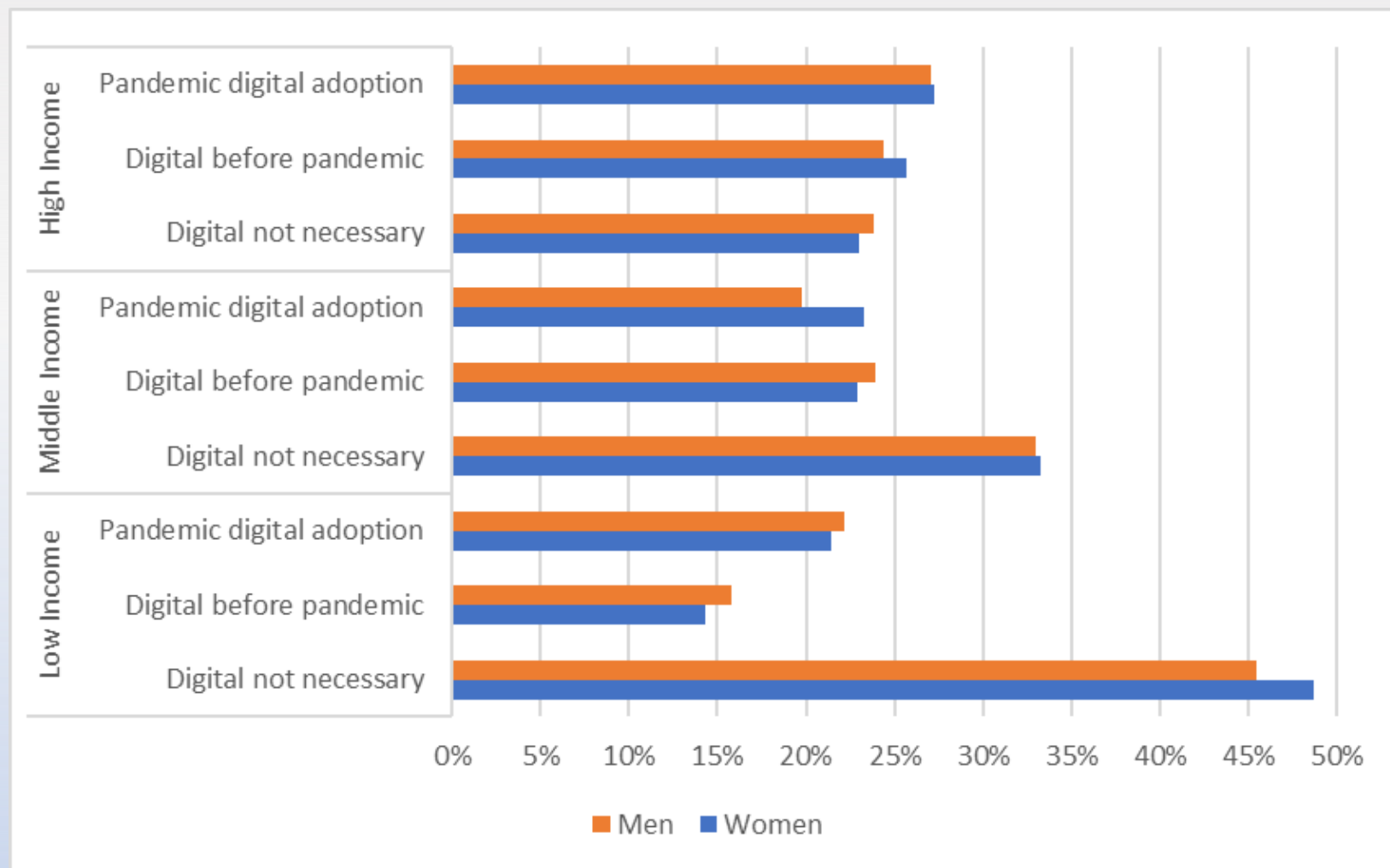
Digitalization

Global Averages

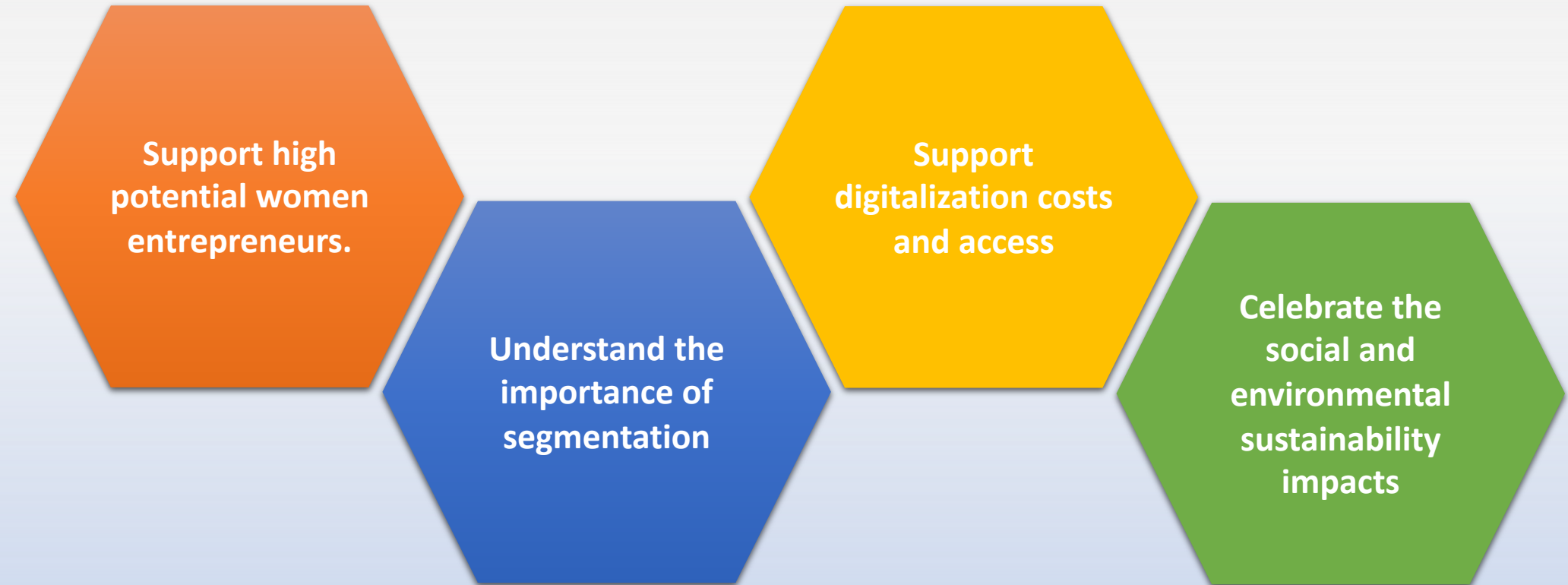
Pandemic 24.3% (1.03 W/M)

Prior Plans 21.6% (0.97 W/M)

Unnecessary 36% (1.05 W/M)



Recommendations





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