

GEM 2020/2021 Women's Report: Thriving through Crisis

PANEL DISCUSSION

#GEMWomensReport21

What is Global Entrepreneurship Monitor?

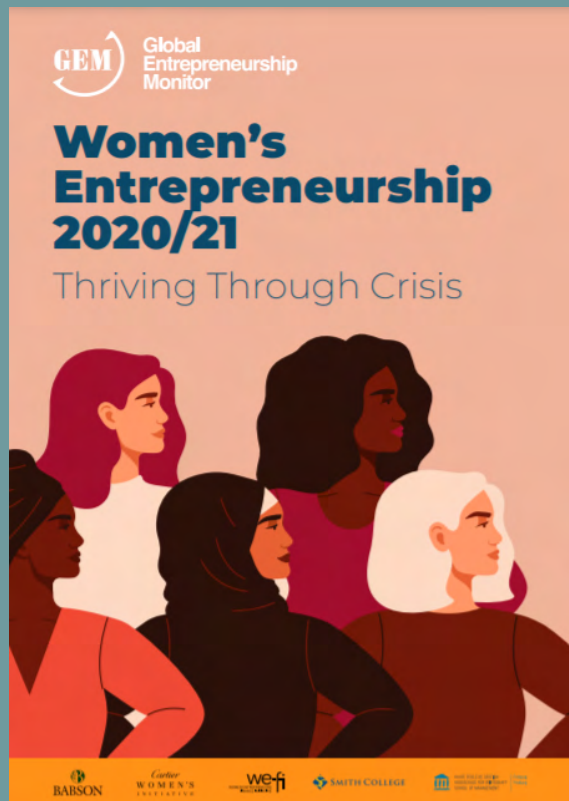


- ▶ The world's foremost study of entrepreneurship;
- ▶ Carries out survey-based research on entrepreneurship and entrepreneurship ecosystems around the world;
- ▶ A networked consortium of over 50 national country teams primarily associated with top academic institutions;
- ▶ The only global research source that collects data on entrepreneurship directly from individual entrepreneurs;
- ▶ Steward of unique survey tools and data that benefit numerous stakeholder groups.

What is Global Entrepreneurship Monitor?

- 22 years of data, allowing longitudinal analysis in and across geographies on multiple levels;
- 150,000+ interviews annually with experts and adult populations including entrepreneurs of all ages;
- Data from 117 economies on all continents across the world;
- Opportunity to collaborate with over 500 specialists in entrepreneurship research;
- Involvement of some 300+ academic and research institutions;
- Support from more than 200 funding institutions.





Introducing our 2020/21
Women's
Entrepreneurship Report
and panelists...

Wingee Sampaio

Global Program Director
Cartier Women's Initiative

Wendy Teleki

Head of the We-Fi Secretariat
Women Entrepreneurs Finance Initiative

Funkola Odeleye

Entrepreneur and Founder, CWI Fellow
DIYLaw

Amanda Elam

Main writer, WE report
Babson College

MODERATOR:

Aileen Ionescu-Somers

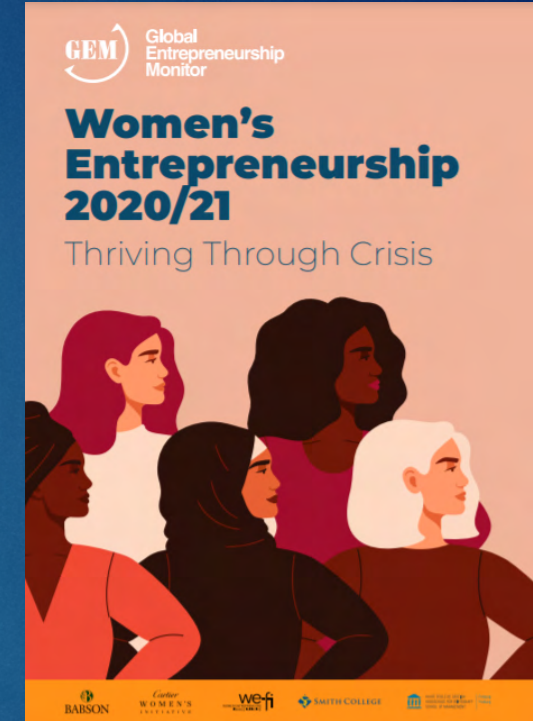
GEM Executive Director
Global Entrepreneurship Monitor

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HIGHLIGHTS AND RECOMMENDATIONS

Amanda Elam, Babson College



Global Participation



- ▶ **11% of Women from 43 countries** involved in entrepreneurship vs 14% of men.
- ▶ **~274 million** Women globally starting and running new businesses <42 mos old
- ▶ **~139 million** Women globally running established businesses

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Globally, women represent:

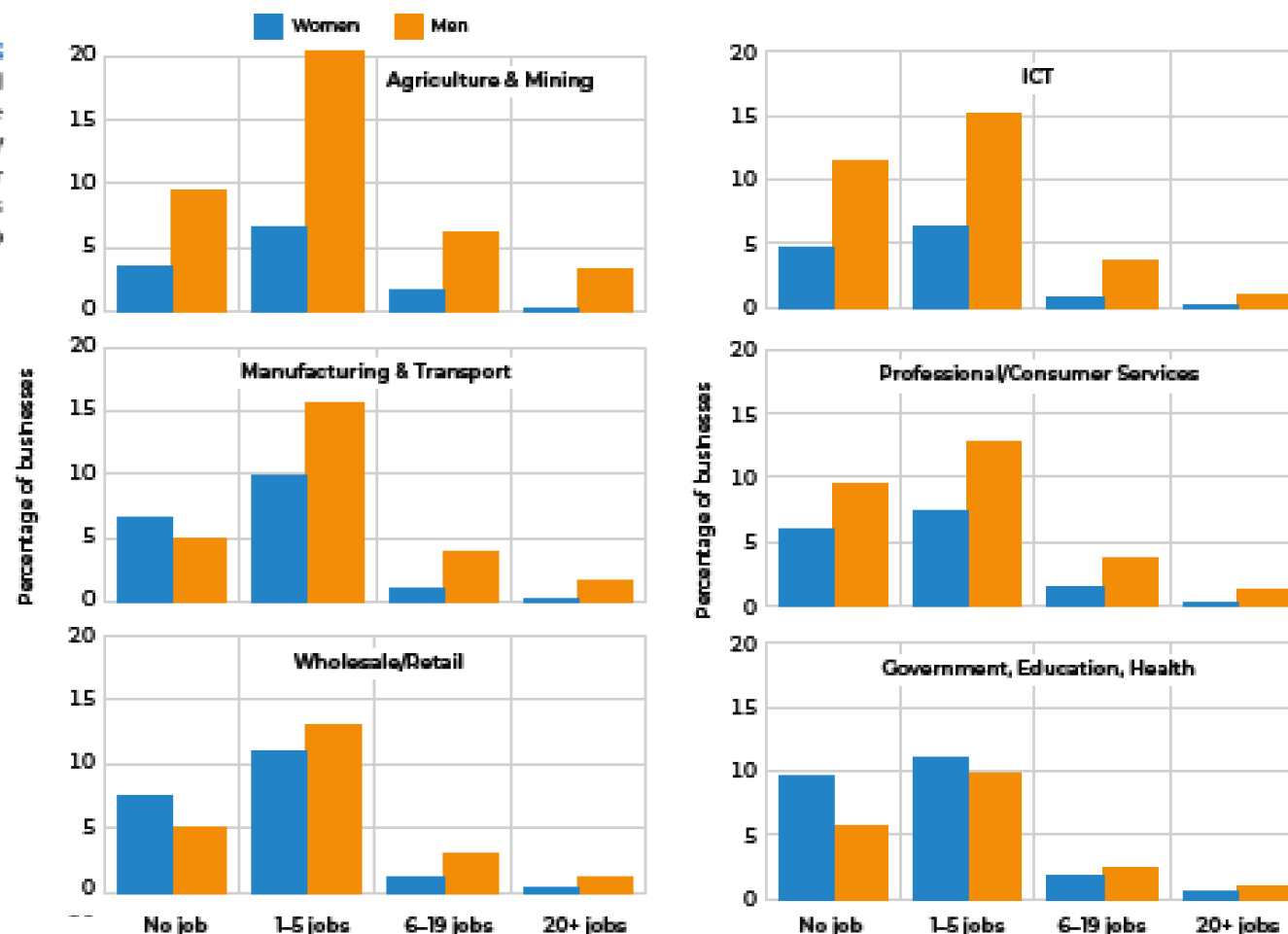
1 in 3 growth-oriented entrepreneurs worldwide



Cultural vs Structural Factors

- ▶ Negative stereotypes are reinforced by topline numbers driven largely by structural factors
- ▶ Business size and industry sector are two of the most important predictors of business performance
- ▶ Stereotypes work against women long before they start a business

FIGURE 6
Gender and business size by industry sector for entrepreneurs
Source: GEM 2020



COVID Impacts

Pandemic
Business Closures
F/M Ratio



Pandemic
Difficult to Start Business
F/M Ratio



Pandemic
Sees New Opportunity
F/M Ratio



Recommendations

- ▶ **Support growth-oriented women entrepreneurs.** Women make a big impact today with limited support from local ecosystems. Imagine what they could do with support.
- ▶ **Support women entrepreneurs in male-dominated sectors.** Negative stereotypes about women's leadership ability are most often invoked in sectors where women are underrepresented.
- ▶ **Encourage women investors and women-focused investment.** Investors miss good investment opportunities when they are swayed by gender stereotypes.
- ▶ **Develop better policy that directly supports women business owners.** Policies that support small business and family care directly benefit both women and men business owners.

Thank you: Any questions?



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IMPACT ON ENTREPRENEURSHIP
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Global region/Income group	Low-Income	Middle-Income	High-Income
Central & East Asia	India	Indonesia Kazakhstan	Republic of Korea Taiwan
Europe & North America		Russian Federation	Austria Canada Croatia Cyprus Germany Greece Italy Latvia Luxembourg Netherlands Norway Poland Slovak Republic Slovenia Spain Sweden Switzerland United Kingdom United States
Latin America & Caribbean		Brazil Colombia Guatemala	Chile Panama Uruguay
Middle East & Africa	Angola Burkina Faso Egypt Morocco Togo	Iran	Israel Kuwait Oman Qatar Saudi Arabia United Arab Emirates

GEM 2020 Countries

GEM Methodology

