

The Global Entrepreneurship Monitor

The Global Entrepreneurship Monitor GEM began as a joint project between Babson College (USA) and London Business School (UK) in 1999. The aim of the partnership was to find out why some countries are more 'entrepreneurial' than others. 17 years on, GEM is the richest resource of information on the subject, publishing a range of global, national and 'special topic' reports on an annual basis.

GEM is the world's most respected institution as far as the study of entrepreneurship is concerned. It is able to provide high quality information, comprehensive reports and interesting stories through a vast, centrally coordinated, internationally executed data collection effort, which greatly enhance the understanding of the entrepreneurial phenomenon. Furthermore, GEM is an ever-growing community of believers in the transformative benefits of entrepreneurship.

GEM is one of the most trusted resources on entrepreneurship for key international organisations like the **United Nations**, **World Economic Forum**, **World Bank**, and the **Organisation for Economic Co-operation and Development (OECD)**, providing custom datasets, special reports and expert opinion.

These important bodies leverage GEM's rich data, tried-and-tested methodology and network of local experts to promote evidence-based policies towards entrepreneurship around the world.

In numbers, GEM is:

- **18** years of data
- **200,000+** interviews a year
- **100+** countries
- **500+** specialists in entrepreneurship research
- **300+** academic and research institutions
- **200+** funding institutions

In each country, GEM looks at two elements:

- The **entrepreneurial behaviour and attitudes** of individuals
- The **national context** and how that impacts entrepreneurship

The information gained by local GEM researchers is carefully analyzed and allows a deep understanding of the environment for entrepreneurship. This, therefore, provides valuable insights in the world of entrepreneurship.