

Entrepreneurship in Ireland

2011

Global Entrepreneurship Monitor (GEM)



The Annual Report for Ireland

PAULA FITZSIMONS & COLM O'GORMAN



ENTREPRENEURSHIP IN IRELAND 2011



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Paula Fitzsimons

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The GEM report is supported by Enterprise Ireland, Forfás, the European Social Fund and the Department of Justice and Equality, under the Equality for Women Measure 2007-2013, and also by the Department of Jobs, Enterprise and Innovation.

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Although data used in this report is collected by the GEM consortium, its analysis and interpretation is the sole responsibility of the authors. The authors, for their part, have attempted to ensure accuracy and completeness of the information contained in this publication. No responsibility can be accepted, however, for any errors and inaccuracies that occur.

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AUTHORS' DETAILS

PAULA FITZSIMONS, the founder of Fitzsimons Consulting which specialises in entrepreneurship and growth, has been the national coordinator for the Global Entrepreneurship Monitor (GEM) for Ireland since 2000. A recognized expert on entrepreneurship, she was an expert facilitator to the Small Business Forum and subsequently advised Forfás and the Department of Enterprise, Trade and Employment on the development of a national entrepreneurship policy. She has also developed an enterprise strategy for the Dublin region.

Having been actively involved in its design and development, Paula is the coordinator and communications manager for Senior Enterprise which seeks to increase the engagement of those in the older age group with entrepreneurship and with enterprise more generally. This initiative is receiving support from the EU through INTERREG IVB NWE. Senior Enterprise is being implemented through transnational cooperation by three partners, together with nine observers from across NW Europe. The initiative has attracted a great deal of positive attention from across Europe and internationally. It is perceived as highly innovative in meeting a real need. The Mid-East Regional Authority is acting as Lead Partner.

Paula is also the national director of Going for Growth, which is focused on peer support as a means of assisting women entrepreneurs who wish to grow their businesses. Designed to address a gap in enterprise development, the Going for Growth initiative is being funded under the Equality for Women Measure 2010-2013 and by Enterprise Ireland. The Equality for Women Measure is funded by the European Social Fund (ESF) and the Department of Justice and Equality. Going for Growth was included in the 2009 Good Practice initiatives by the European Commission and voted into the Top 10 most beneficial to implement of those initiatives. It was selected to represent Ireland in the European Enterprise Awards 2011.

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COLM O'GORMAN is Professor of Entrepreneurship at Dublin City University Business School. His research focuses on strategy in small and medium sized enterprises (SMEs), with a particular focus on the strategic attributes of high growth firms. Specifically he has studied the growth strategies of SMEs, the nature of managerial work in high growth SMEs, mission statements in SMEs, and internationalisation processes in International New Ventures, and in SMEs. He has explored the emergence of high-tech firms in the context of cluster dynamics, including a study of the factors that led to the rapid emergence of the software industry in Ireland during the 1990s. He has examined how inward Foreign Direct Investment impacts on the nature and extent of entrepreneurial activity. He has investigated the barriers to the commercialisation of university-based research via entrepreneurship.

Colm has published in international peer-reviewed journals such as Entrepreneurship and Regional Development, European Planning Studies, Journal of Small Business Management, International Marketing Review, Organizational Dynamics, R&D Management, Small Business Economics, and Venture Capital. He has completed several European Union funded research projects. He is co-author of 'Enterprise in Action', a text book on entrepreneurship for Irish students. He has co-authored eight teaching cases studies on entrepreneurship published by the European Case Clearing House, including several award winning cases.

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The Irish GEM team would like to thank all the members of the public who participated in our survey. We are very grateful to them as without their participation, the adult population survey, on which GEM research is primarily based, could not be completed.

We are also grateful to all the entrepreneurs and expert informants that were consulted as part of this research. They gave generously of their time and their insights as always enriched our understanding of the changing environment for entrepreneurship in Ireland.

We thank our colleagues in the National GEM Teams, who undertake the research in each of more than fifty countries. We are also grateful to the coordination team in the Global Entrepreneurship Research Association (GERA). The coordination team manages to skillfully combine complex data from all the national teams, while ensuring robustness and academic rigour. We also acknowledge with thanks the assistance of Ian McGlynn in the production of this report.

Finally, our sincere thanks go to the many readers of the GEM annual reports. By your comments it appears that many of you find the information of value in a wide variety of circumstances. We are grateful for your feedback and for your continued interest in the research.

Paula Fitzsimons



Colm O'Gorman



GEM METHODOLOGY AND DEFINITIONS

The Global Entrepreneurship Monitor (GEM) provides unique measures of the involvement of individuals in entrepreneurial activity. GEM carries out identical population surveys on an annual basis in over 50 countries.¹ The support of Enterprise Ireland and Forfás made possible the surveying of 2,000 people in Ireland in 2011.² GEM describes entrepreneurial activity as a process and measures different phases of this process from conception through firm birth to persistence.³

Aspiring entrepreneurs

Aspiring entrepreneurs are those who expect to start a business in the next three years. The rate is for those in the adult population aged 18-64 years inclusive.

Nascent entrepreneurs

Nascent entrepreneurs are those actively planning a new venture. These entrepreneurs have done something during the previous twelve months to help start a new business, that he or she will at least part own. Activities such as organising the start-up team, looking for equipment, saving money for the start-up, or writing a business plan would all be considered as active commitments to starting a business. Wages or salaries will not have been paid for more than three months in respect of the new business. Many of these people are still in fulltime employment. The rate is for those in the adult population aged 18-64 years inclusive.

New firm entrepreneurs

New firm entrepreneurs are entrepreneurs who at least part own and manage a new business that is between 4 and 42 months old and have not paid salaries for longer than this period. These new ventures are in the first 42 months after the new venture has been set up. The rate is for those in the adult population aged 18-64 years inclusive.

Total early stage entrepreneurial activity (TEA rate)

As its name implies, total early stage entrepreneurial activity refers to the total rate of early stage entrepreneurial activity among the adult population aged 18-64 years inclusive. In some instances, this rate is less than the combined percentages for nascent and new firm entrepreneurs. This is because, in circumstances where respondents qualify as both a nascent and a new firm entrepreneur, they are counted only once.

Owner managers of established businesses

In addition to those people who are currently involved in the early stages of a business, there are also many people who have set up businesses that they have continued to own and manage. These people are included in the established business owner index which captures the percentage of people in the population that have set up businesses that they have continued to own and manage and which has paid wages or salaries for more than 42 months. The rate is for those in the adult population aged 18-64 years inclusive.

¹ As part of GEM research in 2011, a total of 140,000 adults (18-64 years of age) were surveyed in 54 economies, spanning diverse geographies and a range of development levels.

² A random telephone survey was carried out in June 2011.

³ Figure 1 in Section 2 illustrates the entrepreneurial process with reference to these definitions.



FOREWORD

The Government's Action Plan for Jobs 2012 was launched earlier this year. Since then, I have held numerous public meetings throughout the country about the Action Plan. At these sessions, I outlined the Government's approach to the creation and protection of employment and I sought feedback from local companies on activities and supports required to drive economic growth. Crucially, I was able to point to many tax and welfare based supports that are in existence, and are very lucrative, to help businesses start-up, grow or take on new employees.

These meetings underlined for me once more that our job in Government is to create the environment in which entrepreneurs can thrive and their businesses grow. In the past year I and my Ministerial colleagues have introduced a range of measures to support entrepreneurs, as we recognise that it is successful businesses, not Government, that create jobs.

In that regard I am pleased to note the results of the GEM research which indicates that more people were starting new businesses in 2011 than were a year earlier. This report estimates that approximately 2,200 enterprising individuals are setting up new businesses each month. While the majority of these businesses will remain small, I am pleased to note that most expect to become employers. The employment impact of these new enterprises is significant when taken together.

Given the impact which entrepreneurs can make in terms of employment creation, innovation and productivity, it is clear that we need to harness the entrepreneurial potential of all our people, men and women, regardless of age, whether they were born in Ireland or elsewhere.

I am convinced that significant untapped entrepreneurial potential exists among the talented and enterprising women of this country. The evidence of this report further reinforces the point. To further support their development, I recently launched a new strategy for female entrepreneurs to be delivered by Enterprise Ireland. This new strategy complements the work of the County Enterprise Boards and a range of initiatives for women entrepreneurs being funded by the European Social Fund under the Equality for Women Measure and is designed to further increase the number of women entrepreneurs. The challenge now is not only to get more women to start new businesses, but to encourage more of them to start innovative businesses focused on exports, growth and job creation.

The entrepreneurs, featured on the cover of this report and profiled within it, started their businesses in the teeth of the recession. Their determination and tenacity is commendable and I know it is repeated by individuals the length and breadth of the country. Enterprising individuals are identifying opportunities, assembling the necessary resources and creating new businesses. They are determined to turn the recession into an opportunity for personal and commercial success.

Continued over



FOREWORD (CONTINUED)

Entrepreneurs are often single minded in their focus on their new business and it can be a lonely road they travel. It is clear from their stories that these individuals receive a great deal of encouragement from family and friends, as well as more formal support from other sources. These “supporters” are also to be commended as without their encouragement many of the entrepreneurs would simply give up before their enterprise became a reality.

Despite the well documented challenges of the current environment, the GEM report sets out clearly the many positives around entrepreneurship in Ireland in 2011 – the increase in rates of entrepreneurial activity; the fact that ambitious entrepreneurs in Ireland are highly innovative and have high growth aspirations relative to other countries; and that entrepreneurs continue to be held in high esteem. It is also very clear that there are areas where challenges remain. My determination is to further support the Irish entrepreneurial community to generate even greater numbers of innovative entrepreneurs to create strong, export led businesses in the coming year. The Action Plan for Jobs 2012 made a good start in helping entrepreneurs start, grow and expand their business. I have already started working on the Action Plan for 2013 which I intend will build and grow from the platform set down by this year’s plan.

Finally, I would like to thank the authors of the report, Paula Fitzsimons and Dr Colm O’Gorman, for their continued work in providing valuable information and insights into the entrepreneurial landscape in Ireland.

Richard Bruton T.D.

Minister for Jobs, Enterprise and Innovation
September 2012

ENTREPRENEURS FEATURED ON THE COVER



ÁINE CUDDIHY, THE MINICAKE COMPANY

Áine worked as a primary school teacher in Limerick for over 30 years before retiring in November 2010. For years she had dreamed of setting up her own food business. Áine's retirement and her passion for cooking combined to give her the opportunity and the motivation to set up The Minicake Company in May 2011. Áine makes mini cakes and cake pops and also came up with the idea of designing cakes that resemble bouquets of flowers. Áine recently took part in Senior Entrepreneurs – a training initiative for budding entrepreneurs aged 50+, jointly organised by Senior Enterprise, an EU INTERREG IVB NWE supported initiative, and the City and County Enterprise Boards. Áine believes her biggest achievement to date has been setting up her own business at 60 years of age and the confidence she has gained from doing so.



JOHN COLEMAN, HOME-SAVER

During the Celtic Tiger years, John Coleman, a graduate of Dublin City University, was a self-employed mortgage broker. When the property market crashed, John was faced with a drastic fall in income and needed to re-invent himself. He sought to make savings and took a very in-depth look at his costs. Contacting all the different suppliers proved to be time consuming and frustrating. A light bulb ignited in John's head and the idea for Home-Saver was born. John's vision was to provide a trustworthy advisory service designed to reduce regular expenses like utilities, insurance and taxation for households throughout Ireland. He set up Home-Saver in 2010 and has found a ready market for his services. He now employs 7 consultants and has aspirations for future growth.

www.home-saver.ie



DR. EMMELINE HILL, EQUINOME

Emmeline Hill is a co-founder of Equinome. She is regarded as one of Ireland's most prominent genomics scientists and leads the Equine Exercise Genomics research group in UCD. Emmeline had never planned on becoming an entrepreneur, but once her research into equine genetics led to the discovery of "The Speed Gene", she realised that it could revolutionise the horse racing industry. The commercial launch of the company and its first product- the Equinome Speed Gene Test – took place in January 2010. Emmeline was presented with the 2010 IMAGE Entrepreneur of the Year Award, in recognition of her innovative idea and its transformation into a commercial success. The company is now a world leader in the development and provision of genomic selection tools for the bloodstock and racing industry. Emmeline recently participated in Going For Growth which is funded under The Equality for Women Measure 2010-2013 and by Enterprise Ireland.

www.equinome.com



MICHAEL MURPHY, MOO-LICIOUS FOODS

Michael Murphy spent over twenty five years working in the dairy industry before establishing Moo-Licious Foods in 2009. Thanks to his participation in Enterprise Ireland's (EI) Propel Programme, Michael learned the skills necessary to develop his business plan. Moo-Licious will produce Milk Sticks and Pots of long life milk for export to the UK, other European countries and the Middle East. The products feature a shelf life of 24 weeks for UHT and 35 days for extended shelf life milk. Moo-Licious was one of the High Potential Start-up Companies supported by EI in 2010. Michael has won some big international clients and has already secured contracts for the first five years' worth of the Moo-Licious product. Having recently opened a production facility, based in Moville, Co. Donegal, Michael is set to create 20 jobs, making Moo-Licious one of the biggest employers in the town.

ENTREPRENEURS FEATURED ON THE COVER



www.carrigsolutions.ie

JOHN BROPHY, CARRIG SOLUTIONS

John Brophy was approaching his 50th birthday when after 11 years working at a senior level in IT management in a major multinational, he was unexpectedly made redundant. This was exactly what John needed to turn the idea of becoming an entrepreneur into a reality. John decided to invest his entire redundancy payment into setting up Carrig Solutions. Carrig Solutions provides IT infrastructure support to blue-chip companies all over Ireland and the U.K. The company is constantly recruiting and building its team. John has just hired his 8th full time employee and also has two part time employees. The combination of John's 30 years IT expertise and excellent service delivery has enabled the company to make its mark from the outset. John is grateful for the support he received from Wicklow County Enterprise Board at an early stage.



www.readingbridges.com

LINDA O'SULLIVAN, FOOTBRIDGE INTERACTIVE

Ever since Linda O'Sullivan finished university she had been interested in entrepreneurship and one day hoped to set up her own business. For over ten years, she worked as a development executive, writing children's shows for many international broadcasters, including the BBC, Disney Channel and France 3. The idea for her business came when Linda decided to investigate how reading exercises could be integrated into game-based learning for children. Footbridge Interactive won a Competitive Start Fund from Enterprise Ireland in 2011, worth €50,000 and later that year won LEAP Business Award's first prize, receiving another investment from the AIB Seed Capital Fund. The company's game Reading Bridges aimed at 7-12 year olds has been very successful. Plans are now underway to develop more e-learning products for children of all ages.



www.algaehealth.ie

EDWARD MCHUGH, ALGAE HEALTH

Having identified the significant potential that existed in the microalgae sector, Edward McHugh formed Algae Health Ltd. in 2009 to enable the commercialisation of this opportunity. The company cultivates specific strains of microalgae to produce high value substances such as Omega Oils and carotenoids. Qualified as a Mechanical Engineer, Edward has substantial management experience in a range of sectors including biotechnology, chemical, medical and software. Having worked for several years as a consultant helping companies create, develop and introduce new innovative products, Edward is now using these skills to drive forward his own business. Algae Health was part of the 2010 High Potential Start-ups showcase supported by Enterprise Ireland. Edward received funding for the Research and Development stage as well as for commercialisation from EI.



www.wrapsu.com

JIANLING KYLE, KYLE'S KITCHEN

Jianling Kyle, a spirited entrepreneur, has travelled a long way to bring the taste of China to Ireland. Having been passionate about oriental style food for over 15 years, Jianling set up a food production business in 2008 alongside her husband Michael. Adapting to the Irish market has proved to be Jianling's biggest challenge. In 2011, she became involved in the Female Entrepreneur Mentoring (FEM) Programme designed by the Longford Women's Link (LWL). Jianling and her husband featured on RTE's Dragon's Den later in the year. Jianling has converted the oriental dumpling into a nutritious product made from Irish ingredients. Her company, Kyle's Kitchen has since expanded production of their brand Wrapsu in co-operation with Mallon Foods in Co. Monaghan. Wrapsu is currently available in convenience stores throughout the country.

SECTION 1

SIGNIFICANT ASPECTS OF ENTREPRENEURSHIP IN IRELAND IN 2011

The first Action Plan for Jobs, published by the Government in February 2012, recognised that creating an indigenous engine of economic growth was central to the revitalisation of the Irish economy. Entrepreneurship, and the start-up companies that emerge as a result, were identified as providing the feedstock for future exports and employment and the means by which new sectors would take root in Ireland. It was also recognised that entrepreneurial activity also increases levels of innovation in the market place, increases productivity and improves cost efficiency. The Taoiseach has committed the Government to making Ireland the best small country in the world in which to do business by 2016.

In many respects GEM research illustrates that entrepreneurship in Ireland in 2011 continued the trends noted in 2010. Reflecting the challenging economic environment, many of these were less positive, although there were some strong positive trends that could be identified.

The negative change in the environment for entrepreneurship in Ireland continued to have an impact on the general perception of entrepreneurship as an attractive career option, with a continuation in the relatively low numbers perceiving opportunities to start a business or aspiring to be an entrepreneur. The high level of necessity entrepreneurship also continued. More than one in four early stage entrepreneurs did not expect to become employers. The entrepreneurial gender divide continued, compounded by the relative lack of ambition among women entrepreneurs. There was a very sharp increase in the number of owner managers whose businesses failed. At a time of continued difficulties in accessing finance, there were fewer informal investors and those that were active were investing smaller amounts.

Few people see entrepreneurial opportunities

The very low prevalence rate at which people in Ireland are seeing opportunities for new businesses (26%) showed no signs of any real increase in 2011 over 2010 and continued at historically low levels.

Continuing low levels of those aspiring to be an entrepreneur

The prevalence of those aspiring to be an entrepreneur in Ireland in the future was at a very low level (8.5%) in 2011, continuing the low levels observed in 2010. This is a significant change to the relatively high levels of previous years and now places Ireland behind the average across the OECD and EU.

The belief that entrepreneurship is a good career choice is also much lower in Ireland than it is in other countries.

Relative rate of early stage entrepreneurs continues to decline

Ireland's position in the ranking of entrepreneurial activity across EU-15 countries has declined in recent years. For many years Ireland had a leading position within Europe in respect of these countries. In 2011, four countries, the Netherlands, Greece, Portugal, and the UK ranked higher in terms of rates of total early stage entrepreneurial activity.⁴ Moreover, entrepreneurial activity in Ireland is considerably behind the higher rate of entrepreneurial activity in the newer accession countries.⁵

The prevalence of early stage entrepreneurs in Ireland (7.3%) is also considerably behind that in Australia (10.5%) and in the United States (12.3%).

⁴ In 2010, only the Netherlands had a higher TEA rate than Ireland among the EU-15.

⁵ The only exception of those new accession countries involved in the GEM 2011 research cycle is Slovenia.





The high rate of necessity entrepreneurship continues

The 2010 GEM report noted that the reasons motivating people to become an entrepreneur had altered significantly from previous years, with a very marked increase in the number of individuals starting a new business through perceived necessity (32%). This trend continued in 2011 (31%). Ireland has a higher rate of necessity entrepreneurs than the norm across the OECD and the EU, including Spain and Greece.

Fewer expecting to become employers

The 2010 report noted that with the increase in the rate of necessity entrepreneurs had come an increase in the proportion of early stage entrepreneurs that wish merely to create a job for themselves and do not expect to become employers. This trend continued to an even greater extent in 2011 - 29% of early stage entrepreneurs compared to 23% in 2010. This was a significant increase on previous years.⁶

An increase in the number of owner managers closing their businesses

More than twice the number of owner managers closed their businesses in the twelve months to July 2011 (81,000) compared to the previous year (33,000). The majority were closing due to a lack of profitability. This is at the highest rate noted in Ireland in the previous ten years. The rate of exit, where the business is discontinued, is higher in Ireland than it is in most countries.

Women continue to be less entrepreneurial and to have lower aspirations

Men are 2.5 times more likely to be an early stage entrepreneur than are women. There has been no sustained narrowing of the gender gap in Ireland between men and women early stage entrepreneurs, as there has been in many other countries.

Men compared to women early stage entrepreneurs are considerably more ambitious and, as the ambition increases, so does the gender gap.

Fewer informal investors

The prevalence of informal investors declined slightly and the average amount invested is lower than the norm across the OECD and EU, with the average amount invested in Ireland over a three year period falling to an average of €26,000 per investor in 2011 from €46,000 in 2010.

Positive trends....

In the midst of this negative situation, which reflected the continued recession, high levels of unemployment and depressed consumer spending, certain positive trends could be identified. There was a definite increase in the number starting new businesses each month and entrepreneurs continued to be held in high esteem. Relative to other countries a high proportion of early stage entrepreneurs in Ireland have serious growth ambitions for their new businesses, are engaged in medium/high technology sectors, and expect to have at least half of their customers in export markets.

Increase in rates of entrepreneurial activity

The decline noted in 2010 in the rate of early stage entrepreneurial activity in Ireland is reversed with a slight increase in activity in 2011 – up to 7.3% from 6.8% in 2010. This increase is accounted for by those who have actually set up new businesses. The prevalence of those at an advanced planning stage remains constant.

As a result of the increased rate of new firm entrepreneurs, it is estimated that in 2011 approximately 2,200 people are setting up a new business each month. This is a considerable increase on the previous year.

Ambitious Irish entrepreneurs

One in five early stage entrepreneurs in Ireland (20%) expect to have significant jobs growth (at least twenty jobs) within five years. This is a relatively high proportion and is higher than the averages across the OECD and EU.

A significant minority of Irish entrepreneurs (18%) has, or expects to have at least half of their customers in export markets. This maintains the high level noted in 2010 and is well ahead of the OECD and EU averages.

⁶ At the other end of the scale there is a higher proportion of entrepreneurs in Ireland with high growth ambitions that is the norm across other countries.

Relatively high proportion are engaged in medium or high technology sectors

The majority of entrepreneurs are active in low technology sectors. This is true in Ireland as in other countries. In Ireland, however, more than one in ten (11%) of all early stage entrepreneurs are active in sectors which may be defined as medium or high technology. This is a very high proportion and is higher than the averages across the OECD and EU.

Entrepreneurs continue to be held in high esteem

Successful entrepreneurs in Ireland have a high level of status and respect for them remains higher in Ireland than in many other countries.

Entrepreneurial employee activity (intrapreneurship)

In 2011 for the first time GEM calculated the rate of entrepreneurial employee activity (intrapreneurship) in Ireland. One in ten of those in employment report that they have been engaged in an entrepreneurial activity for their employer during the past three years. The rate in Ireland (10.4%) is more or less on par with the average across the EU-15⁷ and higher than the average across the EU-27 and the OECD.



⁷ Some EU-15 countries have significantly higher rates e.g. Sweden (22.2%) and Denmark (20.7%).

SECTION 2

ENTREPRENEURSHIP IN IRELAND IN 2011

2.1 INTRODUCTION

As a successful entrepreneurial society can generate a range of strategic, economic, spatial, social and personal benefits, entrepreneurship has been moving up the political and policy agenda as politicians and policy makers seek ways to address challenges to create employment, restart growth, deepen competitive advantage, strengthen the enterprise base, create vibrant regions and achieve greater social inclusion. This is true in Ireland as it is in many other countries.

GEM supports these objectives by providing evidence regarding the level of entrepreneurial activity in a country at each stage of the entrepreneurial process over time and relative to other comparable countries. It can pinpoint areas of concern in a timely fashion from issues concerning the prevalence of potential entrepreneurs right through to the rate at which owner managers are closing businesses.

Recognising that not all entrepreneurs are the same and that their aspirations and expectations for their new businesses will vary, GEM research facilitates a profiling of typical early stage and established owner managers and highlights those sections of the population that are less entrepreneurial. In a similar manner, by focusing on the individual the research can give insights into the mind-set of the entrepreneur and can identify his or her sectoral focus, market orientation and relative growth aspiration. Finally the research can give valuable insights into the prevailing environment and eco system for entrepreneurship.

This section provides an overview of entrepreneurship in Ireland in 2011 and examines each of these aspects of entrepreneurship in some detail. The findings are compared with previous years and a comparison is also made with other developed countries in particular those who were included in the GEM 2011 cycle from across the EU⁸ and OECD.⁹ For ease of reference, cross country tables are collected together in Section 4. Table A through to Table S are relevant to this Section and are referenced in order throughout the text. Where tables are referenced by number in the text (Table 1 and Table 2), they are to be found in the body of this Section and not in Section 4.

The information provided is based on the GEM research, which draws on an analysis of the facts, views and opinions gathered as part of an adult population study of 2,000 people, which was undertaken in mid-year. It also draws on the views and opinions of a panel of experts and entrepreneurs who were consulted and whose insights enriched our understanding of the prevailing entrepreneurial eco system (Section 2.11).

GEM research is carried out in the same way in each of the fifty four countries participating in the cycle. Accordingly, the results can be compared across countries and Ireland's relative position ascertained. For the most part, comparisons are made with OECD, EU-27 and EU-15 countries.¹⁰ As Ireland has participated in GEM research in all but one year since 2000, comparisons over time can also be made.

⁸ Twenty of the EU-27 countries are included. They are Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Latvia, Lithuania, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the United Kingdom.

⁹ Of the 54 countries included in the GEM 2011 research, 26 are members of the OECD. They are Australia, Belgium, Chile, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Japan, Korea, Mexico, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom and United States.

¹⁰ Twelve of the EU-15 countries are included. They are Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Netherlands, Portugal, Spain, Sweden and the United Kingdom.

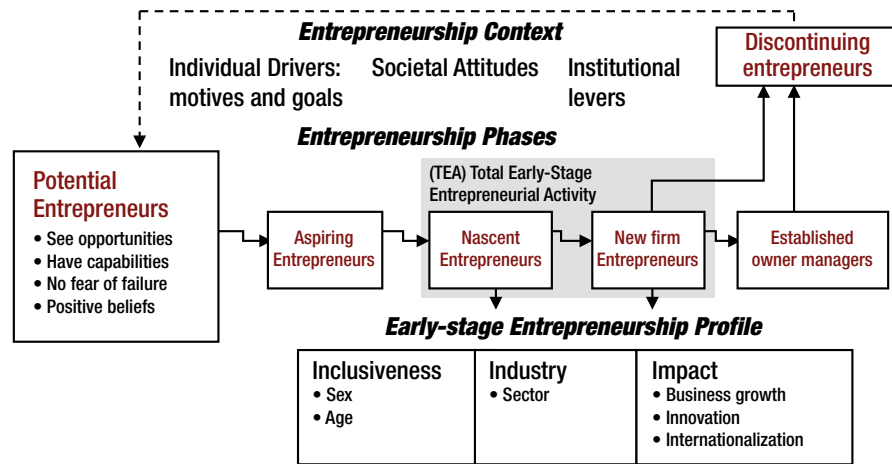




2.2 THE ENTREPRENEURIAL PROCESS

GEM describes entrepreneurial activity as a process and measures different phases of this process from conception through firm birth to persistence (Figure 1).

FIGURE 1: THE ENTREPRENEURSHIP PROCESS



Source: Adapted from *Global Entrepreneurship Monitor 2011 Global Report*, (Kelley, D., Singer, S. and M. Herrington), page 5.

Table 1 gives a snapshot of entrepreneurial activity in Ireland in 2011 with reference to this entrepreneurial cycle. Unless otherwise stated, all rates discussed in this report are for those in the adult population aged 18-64 years inclusive.

When taken together it is very clear that a significant proportion of the adult population in Ireland are aspiring to become entrepreneurs, are actively planning a new enterprise, are in the early stages of start-up or are the owner manager of an established business. If the spirit of enterprise displayed by these individuals is harnessed to the full, their contribution to the economy can be very considerable.

Some individuals are exiting - passing on the business within the family or selling it, while others are closing the business they previously owned and managed. These previous owner managers can also continue to make a significant contribution by supplying society with experienced entrepreneurs who may go on to start another business (serial entrepreneurs) or to use their expertise and resources to benefit entrepreneurs in some way (through financing, advising, or other forms of support).¹¹

TABLE 1: A SNAPSHOT OF ENTREPRENEURSHIP IN IRELAND IN 2011

	Aspiring entrepreneurs	Nascent entrepreneurs	New firm entrepreneurs	Early stage entrepreneurs ¹²	Owner managers of established businesses	Entrepreneurs discontinuing businesses ¹³
Percentage of adult population	8.4%	4.3%	3.1%	7.3%	8.0%	2.8%
Number of people	245,000	124,000	91,000	211,000	232,000	81,000

¹¹ Previous GEM research in Ireland has indicated that approximately one in four early stage entrepreneurs have previous entrepreneurial experience. (Table 1.14 Serial entrepreneurs: OECD and EU, page 27, GEM Report for Ireland 2008)

¹² In some instances, this rate is less than the combined totals for nascent and new firm entrepreneurs. This is because, in circumstances where respondents qualify as both a nascent and a new firm entrepreneur, they are counted only once.

¹³ Closed a business in the previous 12 months and the business was discontinued.

2.3 POTENTIAL ENTREPRENEURS

Potential entrepreneurs are found among the general population and are *latent* entrepreneurs. They may never act on their entrepreneurial potential but they have certain aspects in their personal contexts which makes them more likely to be future entrepreneurs than others in the population. They tend to know recent entrepreneurs, are alert to enterprising opportunities in their environment, believe that they have the knowledge and skills to start and successfully run a new business and are less susceptible to being deterred by fear of failure.

In 2011 in Ireland:

- One in four people (26%) believe that there are opportunities to start a business in their local area in the coming six months.¹⁴
- Over four in ten people (46%) believe they have the skills and knowledge to start a business.
- Four in ten people (39%) have an entrepreneurial role model.¹⁵
- Four in ten people (41%) report that fear of failure would prevent them starting a business.

Perception of opportunity: Entrepreneurs are three times as likely to perceive an opportunity than those in the general population.

The current recession has had a very severe impact on the number of people in Ireland perceiving new business opportunities in their local area. The rate in 2011 at 26% is similar to the rates in 2010 (23%) and 2008 (27%). The current rate, however, is significantly below the rates that prevailed in the years during the Celtic Tiger - 2007 (46%), 2006 (44%) and 2005 (52%).

This dramatic fall in the perception of opportunities for new businesses is particularly marked when Ireland is compared to other countries. The rate in Ireland (26%) is below the OECD average (35%), EU-27 average (32%) and EU-15 average (37%) (Table A in Section 4).

In the nordic countries of Sweden (71%), Norway (67%) and Finland (61%) the great majority of the general public were able to identify enterprising opportunities. The perception of opportunities by the general public in Spain (14%) and Greece (11%) during 2011 were considerably lower than they were in Ireland. In both countries, like Ireland, the perception of opportunity was considerably more prevalent in 2007.¹⁶

The experts and entrepreneurs who were consulted by GEM as part of national key informant panels were also of the view that there were not many good opportunities for the creation of new firms. This was true not only of panel members in Ireland but of those from across the OECD and EU.

The Irish experts and entrepreneurs commented in particular on the purchasing power of existing and potential customers, both corporate and consumer, as being severely affected by the downturn and the loss in confidence due to the global economic downturn.

Self confidence in own skills: Those who are confident that they have the ability to successfully start and manage a business are more than seven times more likely to be an entrepreneur compared to those who do not have this confidence.¹⁷

Almost one in two of the adult population in Ireland believe that they have the skills and knowledge to start a business. In this, Ireland (46%) is broadly similar to OECD (43%), EU-27 (43%), and EU-15 (42%) averages. This level of self confidence has remained broadly stable in recent years.

The experts and entrepreneurs, who were members of the key informant panel, were less certain that the ability and knowledge to successfully start and manage a new business was widespread among the general public. This view was held by panel members in Ireland and across the OECD and EU.

¹⁴ The period referred to was July to December 2011.

¹⁵ They know someone who started a business in the past two years.

¹⁶ In 2007 in Spain 34% reported that they could identify opportunities for a new business. In Greece in the same year 29% of adults expressed this view. In Ireland a much higher percentage (46%) indicated that they perceived opportunities in 2007.

¹⁷ It is important not to infer causality here. The data states that those who start a business are confident in their own skills. This point holds true for each aspect of personal context.





Entrepreneurial role models: A person who knows someone who is a recent entrepreneur is more than twice as likely to be an entrepreneur themselves.

In Ireland over one third of people report knowing someone who had recently set up a new business. This rate has remained more or less constant in recent years.

Ireland is higher in terms of the number knowing a recent entrepreneur (39%), compared to OECD (33%), EU-27 (33%) and EU-15 (34%) averages. This is particularly noticeable relative to certain larger but more entrepreneurial countries, such as the United States where the rate is 27% and Australia where it is 29% (Table A).

Fear of Failure: In terms of fear of failure deterring an individual from starting a new business, Ireland (41%) is slightly lower than OECD (42%), EU-27 (45%), and EU-15 (45%) averages. Interestingly, the prevalence of those reporting fear of failure as an inhibitor is more prevalent in Greece (68%), Spain (52%) and Portugal (49%), as well as Germany (50%), the UK (46%), and Australia (44%). Among those in the US, this inhibitor is only marginally less prevalent than it is in Ireland (37%) (Table A).

2.4 ASPIRATION TO START A BUSINESS

Focusing on those who have not yet started to set up a new business but have clearly stated their intention to do so in the next three years, GEM research tells us that 8.4% of the population in Ireland expressed this view in 2011. (Table 1) While the number of people that aspire to be an entrepreneur in the next three years may seem significant at over 245,000, and the rate similar to 2010, the number of people expressing this aspiration, and their prevalence in the country, is considerably lower than in 2008 (10%) or in any of the previous five years (Table 2).

Relative to other countries the rate is lower (Table B). For example, the OECD average is 15.1%, the EU-27 average is 15.3% and the EU-15 average is 11.0%. This is a matter of concern as the aspiration to become an entrepreneur is falling at a time when the perceived need for entrepreneurs is greater than ever.

The aspiration to become an entrepreneur may be affected not only by the significant decline in the perception of opportunities for new enterprises, referred to previously, but also because of a significant fall in the perception of entrepreneurship as a good career option. In Ireland less than half the adult population (46%) considers entrepreneurship to be a good career choice. This rate has been declining year on year since 2006, when it stood at 70%. The experts and entrepreneurs consulted as part of the expert panel are also of the view that few people in Ireland would consider entrepreneurship to be a desirable career choice (Table C).

The current prevalence in Ireland of the view that entrepreneurship is a good career choice (46%) is considerably behind that of many other countries. For example, the OECD average is 57%, the EU-27 and the EU-15 averages are 59% (Table C).

Successful entrepreneurs continue to be well considered in Irish society, however, with 83% of individuals considering that success at entrepreneurship has high status. This rate has remained constant in recent years and is considerably higher than it is across the OECD (70%), EU-27 (71%) or EU-15 (72%).

Supportive media coverage of entrepreneurs would also appear to be waning. In 2011 it is perceived as supportive by 56% of people in Ireland. While this rate is slightly higher than the average across the OECD (53%), EU-27 (51%) and EU-15 (52%) (Table C) it is a significant reduction on the 84% rate reported in 2006. The rate in Ireland has declined year on year and 2011 is the first year that it is below 60%.

Finally the growth in the proportion of early stage entrepreneurs turning to entrepreneurship out of necessity (31%), up from 19% in 2008 and 6% in 2007, may also be impacting on the numbers aspiring to set up their own business, as it may be making entrepreneurship a less desirable option for those who have other choices. A related point is that when the economy was almost at full

employment, when an individual opted as a positive choice to become an entrepreneur, responding to a perceived opportunity, there was a safety net provided by the fact that, should the new business fail, alternative employment was relatively easy to secure. That was not the case for many in 2011, when unemployment reached 14.8%.¹⁸ Several of the experts and entrepreneurs consulted also drew attention to the lack of social welfare supports for owner managers whose businesses fail.

2.5 EARLY STAGE ENTREPRENEURIAL ACTIVITY

In Ireland 3.1% of the adult population are new firm entrepreneurs and a further 4.3% are nascent entrepreneurs. Combining these rates mean that 7.3% of the adult population are engaged in some aspect of early stage entrepreneurial activity (TEA) (Table 2).

Nascent entrepreneurs are further along the entrepreneurial development cycle than aspiring entrepreneurs in that they are actively planning a new venture, although many of them may still be in employment. Nascent entrepreneurs have done something during the previous twelve months to help start a new business, that he or she will at least part own. Activities such as organising the start-up team, looking for equipment, saving money for the start-up, or writing a business plan would all be considered as active commitments to starting a business. Wages or salaries will not have been paid for more than three months in respect of the new business. These people will not all start a new firm. The rate is for those in the adult population aged 18-64 years inclusive. The rate of nascent entrepreneurs in 2011 was 4.3% of the adult population. This equates to approximately 124,000 people.

New firm entrepreneurs are entrepreneurs that have actually set up a new business, which they at least part own and manage. The business is between 4 and 42 months old and they have not paid salaries for longer than this period. These new ventures are in the first 42 months after the new venture has been set up. The rate of new firm entrepreneurs is 3.1% of the adult population. This is approximately 2,200 people each month involved in starting a new firm. As many new businesses have multiple owners, the number of new firms started is lower.

Combining new firm entrepreneurs and nascent entrepreneurs produces the GEM TEA rate (total early stage entrepreneurial activity). The TEA rate in Ireland is 7.3%.

This rate is higher than it was in 2010 (6.8%). The increase is almost entirely due to an increase in the rate of new firm entrepreneurs (to 3.1% from 2.6%), that is by a greater number of people setting up new businesses. The prevalence of those setting up new businesses, while higher in 2011 than in 2010, is still less than in was in 2008 and 2007 (4.3% and 4.2% respectively) (Table 2).

TABLE 2: ENTREPRENEURSHIP IN IRELAND 2007-2011

Year	Aspiring entrepreneurs	Nascent entrepreneurs	New firm entrepreneurs	Early stage entrepreneurs ¹⁹	Owner managers of established businesses	Entrepreneurs discontinuing businesses ²⁰
2011	8.5%	4.3%	3.1%	7.3%	8.0%	2.8%
2010	8.4%	4.4%	2.6%	6.8%	8.6%	1.2%
2009 ²¹	-	-	-	-	-	-
2008	10.0%	3.3%	4.3%	7.6%	9.0%	1.8%
2007	11.2%	4.2%	4.2%	8.2%	9.0%	1.9%

¹⁸ CSO QNHS July 2011

¹⁹ In some instances, this rate is less than the combined totals for nascent and new firm entrepreneurs. This is because, in circumstances where respondents qualify as both a nascent and a new firm entrepreneur, they are counted only once.

²⁰ Closed a business in the previous 12 months and the business was discontinued.

²¹ Due to budgetary constraints on the part of its sponsors, Ireland did not participate in the GEM 2009 research cycle.





Relative to other countries, Ireland's rates of early stage entrepreneurial activity are generally lower or at the average (Table B). For example, relative to OECD and EU-27 countries, Ireland has a lower than average rate of new firm entrepreneurship, nascent entrepreneurship and TEA. Emerging economies such as Brazil, China and Russia report rates of entrepreneurial activity that are significantly higher than OECD averages.

Relative to EU-15 countries Ireland fares better - on all three measures the country is above average. However, even within this group, Ireland's relative position has declined in recent years. For example, in 2010 only the Netherlands reported a higher rate of total early stage entrepreneurial activity. In 2011, four countries, the Netherlands, Greece, Portugal, and the UK, ranked higher than Ireland in terms of TEA.

2.6 ESTABLISHED OWNER MANAGERS

Established owner managers are those that have set up businesses that they have continued to own and manage and which have paid wages or salaries for more than 42 months. The rate of established owner managers in Ireland is 8.0% and there are a considerable number of established owner managers in Ireland - almost 232,000 (Table 1). While their prevalence has declined slightly in recent years (Table 2) relative to other countries, the rate of established owner managers in Ireland (8.0%) is higher (Table B) - the OECD average is 7.2%, the EU-27 average is 6.6%, while the EU-15 average 7.5%.

2.7 DISCONTINUED BUSINESSES AND EXITS

During the twelve month period July 2010 to June 2011, 2.8% of the population exited a business that was discontinued, while 0.6% exited a business that was continued (Table D).

The rate of exit in 2011, where the business is discontinued or closed, is much higher than the rate reported in 2010 (1.2%) and the average for the period 2007 to 2011 (1.9%). The rate of exit where the business was continued in 2011 (0.6%) was lower than 2010 (1.1%). The overall rate of exit in 2011 (3.4%) is higher than that reported in 2010 (2.3%). Furthermore, the percentage of all exits, which were associated with a business that did not continue, was higher in 2011 (81%) than in 2010 (52%).

When individuals exit from entrepreneurial activity, this may or may not result in the discontinuation of the business.²² Focussing on exits where the business is discontinued, only 6% of exits are due to retirement (4%) or is a planned exit (2%). The principal reason for exit is a lack of profitability (60%). In 2010 lack of profitability was also the principal reason, though for a lower proportion of exits (49%).

The full list of reasons cited for exiting (where the business is discontinued) is as follows: business not profitable (60%); 'personal' reasons (12%); found another job or business opportunity (9%); opportunity to sell the business (7%); difficulties in getting finance (6%); retirement (4%); and 'planned' (2%) (Table E).

Relative to other countries, Ireland has a higher rate of exit where the business is discontinued. The rate in Ireland (2.8%) is higher than the OECD average (2.1%), the EU-27 average (2.0%) and the EU-15 average (1.7%). In Ireland the rate of exit where the business is continued (0.6%) is lower than the OECD average (1.0%), the EU-27 average (0.8%) and the EU-15 average (0.7%).

Exits where the business is discontinued represent a higher percentage of all exits in Ireland (81%) than the OECD average (68%), EU-27 average (70%), and EU-15 average (70%).

²² Sometimes the business is closed with the departure of the owner manager. In other cases it is passed to others within families or sold to others as a going concern.

2.8 PROFILE OF IRISH ENTREPRENEURS

GEM provides data on the backgrounds of individuals engaging in entrepreneurial activity. These measures refer to early stage entrepreneurs (that is, both nascent and new-firm entrepreneurs) and to established owner managers.

In these paragraphs Irish early stage entrepreneurs are profiled in terms of motivations for starting and in terms of gender, age, education, income, and employment status. A profile of established owner managers, in terms of gender, age, education, and income, follows. In Section 3 men and women early stage entrepreneurs and established owner managers are profiled in more detail.

WHY START A NEW BUSINESS?

Motivations for starting a business can be broadly classified as opportunity driven or necessity driven (no other options for employment). In Ireland, most entrepreneurs are driven by opportunity (69%) (Table F). In 2011, however, the very high rate of necessity entrepreneurship noted in the 2010 report (32%), continues (31%) and is considerably higher than in earlier years (6% in 2007 and 19% in 2008).

Relative to other countries, the rate of necessity entrepreneurship in Ireland (31%) is higher than the OECD average (23%), the EU-27 average (25%) and the EU-15 average (18%). The prevalence of entrepreneurs being motivated by necessity is higher in Ireland in 2011 than it is in Spain (27%), Greece, (26%) or Portugal (18%).

A more detailed classification of primary motivations for start-up is (i) increasing income, (ii) being independent, (iii) 'mixed motives', and (iv) maintaining income or no other option for work. 38% of Irish entrepreneurs are primarily motivated by increasing income or being independent; with 38% being primarily motivated by maintaining income or no other option for work (Table G).

Relative to other countries, fewer entrepreneurs in Ireland (38%) have increasing income or being independent as a primary motive. The OECD average is 56%, the EU-27 average is 52% and the EU-15 average is 59%. Similarly, more Irish entrepreneurs (38%) report having non-opportunity motivation (necessity or to maintain income) as a primary motive. The OECD average is 27%, the EU-27 average is 28% and the EU-15 average is 24% (Table G).

WHO STARTS NEW BUSINESSES?

Gender: The likelihood that an individual engages in early stage entrepreneurial activity is influenced by their gender.²³ Irish men are two and a half times more likely than Irish women to be an early stage entrepreneur. Rates of early stage entrepreneurs for males are 10.3% and for women are 4.2%.²⁴

Age: The likelihood that an individual engages in early stage entrepreneurial activity is influenced by their age (Table H). Rates of entrepreneurial activity within age cohorts are highest for those aged between 35-44 years (9.7%), 25-34 (8.7%) and 45-54 (7.7%). Those aged 18-24 (4.8%) and those aged 55-64 (2.9%) are less likely to start new firms.

The age profile of Irish entrepreneurs is as follows: 11% are 18-24; 32% are 25-34; 31% are 35-44; 20% are 45-54; and 6% are 55-64.

Education: The likelihood that an individual engages in early stage entrepreneurial activity is influenced by their level of educational attainment (Table I). Rates of early stage entrepreneurial activity are highest for those whose highest level of educational attainment is post-secondary education.

²³ Please see Section 3 for more information on the gender issue and Table T in Section 4 for relevant comparisons across countries.

²⁴ Section 3 examines this aspect in more detail.





Work status: The likelihood that an individual engages in early stage entrepreneurial activity is influenced by their employment status (Table J). Similar to other countries, the majority of individuals are coming to entrepreneurship in Ireland from paid employment. Relative to other countries, however, the rate of those unemployed engaged in early stage entrepreneurial activity in Ireland (4.2%) is higher. This rate represents a considerable increase on the rate in 2010 (2.5%) and is higher than the OECD average (3.4%), the EU-27 average (3.5%) and the EU-15 average (2.7%).

Income: The likelihood that an individual engages in early stage entrepreneurial activity is influenced by level of household income. Individuals from higher income households (the highest 1/3rd of households) are 1.5 times more likely to be early stage entrepreneurs than individuals from lower income households (the lowest 1/3rd of households) (Table J). This difference is lower than that in other countries.

IRISH ESTABLISHED OWNER MANAGERS

Gender: The likelihood that an individual is an established owner manager is influenced by their gender. Men in Ireland are more than twice as likely as women in Ireland to be an owner manager of an established firm.²⁵ This is similar to the OECD average, the EU-27 average and the EU-15 average.

Age: The likelihood that an individual is an established owner manager is influenced by their age (Table K). Rates of owner manager increase as age category increases. The highest rates are for those over 45. One half of owner managers are aged 45-64. This is slightly lower than the OECD average (56%), the EU-27 average (55%) and the EU-15 average (56%).

Education: The likelihood that an individual is an established owner manager is partly influenced by their highest level of education. For those with only some secondary education the rate of owner managers is relatively high at 11.9%. For those with just secondary school education, the rate of owner managers is 6.7%; for those with post-secondary school education the rate is 7.9%; and for those with graduate education the rate is 6.5% (Table L).

Income: Just over one half (51%) of established owner managers are in high income households (the highest 1/3rd of households) (Table L). An owner manager is over three times more likely to be in a high income household than in a low income household (the lowest 1/3rd of households). This is also the case in other countries.

2.9 ENTREPRENEURIAL TEAMS

While the popular stereotype of entrepreneurs is the 'lone' entrepreneur, many entrepreneurs start new businesses as part of a team. (Table M) The average number of owners is 1.8 for new firm entrepreneurs.²⁶ The expected average number of owners for nascent entrepreneurs is 2.2. These are broadly similar to OECD, EU-27 and EU-15 averages.

The average number of owners is lower for established owner managers (1.6). This is lower than the OECD average (2.5) and the EU-27 average (2.7) and broadly similar to the EU-15 average (1.8).

2.10 THE IMPACT OF ENTREPRENEURSHIP

The majority of entrepreneurs are setting up new businesses that are in low technology sectors, are not particularly innovative, have little or no aspiration for growth, and focus on the local or domestic market.

²⁵ Section 3 contains more information on the gender issue. Table U in Section 4 contains relevant comparisons across countries.

²⁶ Hence it is important to refer to 2,200 **entrepreneurs** every month starting new businesses rather than the number of new businesses which they are starting, which is less (approximately 1,200).

A small number of new businesses, however, will have a disproportionate economic impact due to their ability to exploit newer technologies, their degree of innovation, their greater export orientation and their aspirations for growth. The paragraphs that follow examine early stage entrepreneurs in relation to each of these aspects.

Sector of Activity: GEM classifies early stage entrepreneurs into four sectors of activities as follows:

- *Consumer service* sectors (including retail, motor, lodgings, restaurants, personal services, health, education, recreation)
- *Business service* sectors (including finance, insurance, real estate, services to businesses)
- *Transformative* sectors (including construction, manufacturing, transport, wholesale, and utilities)
- *Extractive* sectors (including forestry and fishing, mining and quarrying)

A focus on consumer service sectors accounts for the highest percentage of early stage entrepreneurs (36%). This is greater than the proportion focused on business service (34%), transformative (23%), and extractive sectors (7%). The proportion focused on the consumer service sectors is similar to 2010 (36%), while the proportion of entrepreneurs engaged in transformative sectors continues to decline (28% in 2010, 32% in 2008)

This distribution of activity by sector differs slightly from that in other countries. Consumer service sectors and transformative sectors are relatively more important in other countries. For consumer service sectors the OECD average is 45%, the EU-27 average is 40% and the EU-15 average is 43%. For transformative sectors the OECD average is 25%, the EU-27 average is 27% and the EU-15 average is 22%. Business service sectors are more important in Ireland (34%) than in the OECD (27%), the EU-27 (28%) and to a lesser extent the EU-15 (31%). (Table N)

11% of early stage entrepreneurs are in high or medium technology sectors. This is slightly higher than the OECD average (7%), the EU-27 average (8%) and the EU-15 average (9%) (Table N)

Innovativeness: GEM measures innovation in terms of three factors:

- Relative familiarity/degree of novelty of the product or service to the customer
- The newness of the technology used by the business
- The extent of competition, with 'many competitors' suggesting a mature or crowded market.

A significant minority of early stage entrepreneurs consider that their business is very innovative (Table O). For example, 16% of early stage entrepreneurs in Ireland believe that they produce or will produce a product or service that is new to all customers, 12% believe that they have, or will have, no competitors, and 29% believe that they are using, or will use, new (less than 5 years old) or the very latest (less than one year old) technology. This is broadly similar to the case in other countries (OECD averages are 16%, 10% and 30% respectively; EU-15 averages are 15%, 11% and 30% respectively).

The degree of innovation presented by these measures positioned Ireland as the highest ranking of all innovation driven economies in terms of innovation among early stage entrepreneurs for the period 2008-2010. Ireland has experienced a reduction in relative position and this reflects the fact that for two of the three measures there is a marked reduction in 2011 – product or service new to all customers 16% compared to 21% in 2010; and no competitors 12% in 2011 compared to 18% in 2010. Only in the measure related to the use of new or the very latest or new technology is there an increase 28% in 2011 compared to 20% in 2010.

Internationalisation: Nearly six in every ten Irish early stage entrepreneurs have, or expect to have, customers outside the country (60%). This is similar to the percentage in other countries (OECD average is 59%, EU-27 average is 56%, and EU-15 average is 59%) but represents a slight decline in Ireland on the 2010 position (64%).

Twenty three percent of Irish entrepreneurs have, or expect to have, at least one quarter of their customers outside the country. This is similar to the 2010 position (23%). The OECD average is 18%, the EU-27 average is 21%, and the EU-15 average is 19%. (Table P)





Growth Aspirations: An important impact of entrepreneurial activity is job creation. While a slightly higher proportion of early stage entrepreneurs in Ireland do not expect to become employers compared to other countries, a greater proportion have very significant growth aspirations.

The percentage of early stage entrepreneurs that do not expect to become employers (29%) is higher than in 2010 (23%) and 2008 (18%). This is slightly higher than the OECD average (25%) and the EU-27 average (26%) and broadly similar to the EU-15 average (30%).

A majority of early stage entrepreneurs in Ireland (71%) have already created some employment, or expect to within five years. This is lower than the OECD average (75%) and the EU-27 average (74%) and similar to the EU-15 average (70%).

A minority of early stage entrepreneurs in Ireland (20%) expect to have significant jobs growth (at least twenty jobs) within five years (Table Q). This is well ahead of the OECD average (12%), the EU-27 average (12%) and the EU-15 average (10%) and is higher than the rate in 2010 (14%), but lower than the exceptionally high rate of 23% in 2008.

A minority of early stage entrepreneurs in Ireland (29%) expect to have at least ten jobs within five years (Table Q). Again, this is higher than the OECD average (18%), the EU-27 average (20%) and the EU-15 average (15%).

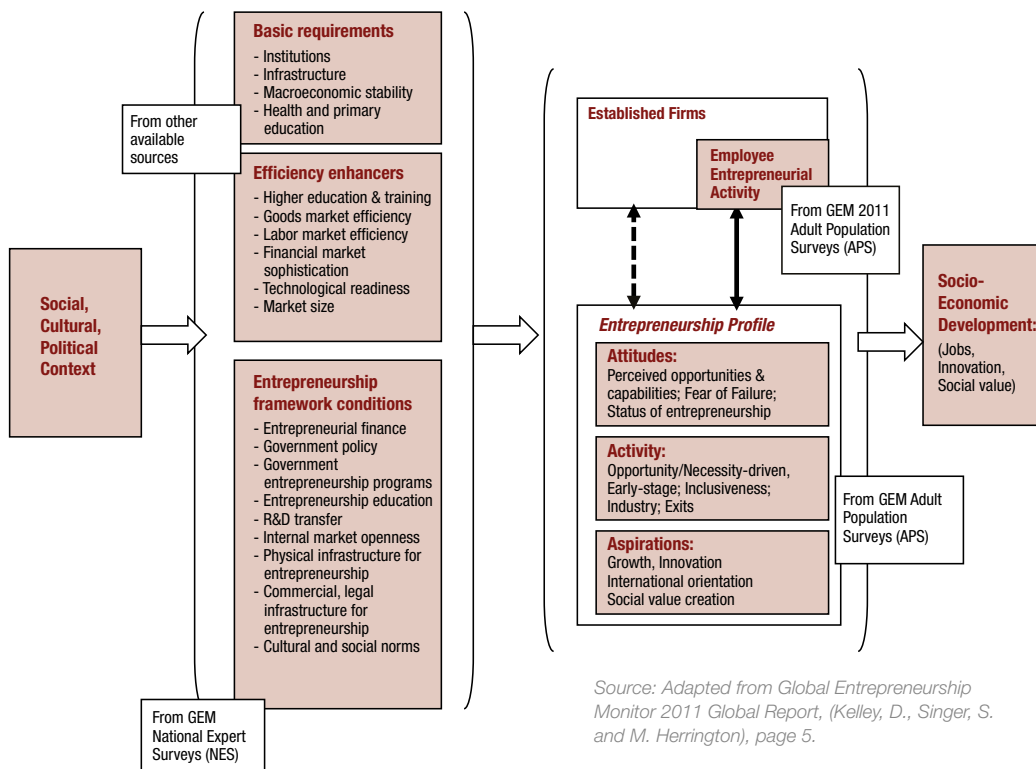
A significant minority of early stage entrepreneurs in Ireland (40%) expect to have at least five jobs within five years (Table Q). Again, this is higher than the OECD average (29%), the EU-27 average (30%) and the EU-15 average (24%).

2.11 ENVIRONMENT AND ECO SYSTEM

The GEM conceptual model emphasizes nine entrepreneurship framework conditions (Figure 2). These nine entrepreneurship framework conditions exist as part of a broader model of the institutional environment and its effect on entrepreneurship. The GEM model suggests that two sets of conditions—basic requirements and efficiency enhancers—are foundation conditions that influence the way a society functions and the well-being of its people. These have been adopted from the World Economic Forum's (WEF) Global Competitiveness Report. They are general framework conditions that effect economic activity more broadly, but they are critical to entrepreneurship because the entrepreneurship-specific conditions cannot function effectively without a solid institutional foundation.

GEM national teams collect information on the nine entrepreneurship framework conditions through a national expert survey (NES). The determinants of entrepreneurship are complex; the extent to which specific variables can be tied to the rate or profile of entrepreneurship in a particular economy is not yet well understood. The institutional environment is critical to the study of entrepreneurship, however, because it creates conditions that entrepreneurs must navigate and that policy makers can address. In the key informant survey the experts and entrepreneurs questioned were asked to indicate their perception of the constraints and positive factors that prevailed in Ireland in 2011. They were also asked for their recommendations as to the manner in which the environment for entrepreneurship in Ireland could be further improved.

FIGURE 2: THE INSTITUTIONAL CONTEXT AND ITS RELATIONSHIP TO ENTREPRENEURSHIP



PERCEIVED CONSTRAINTS

Entrepreneurial finance was the framework condition singled out most frequently as a constraint by the GEM key experts and entrepreneurs panel in Ireland in 2011.²⁷ The experts referred in particular to access to loan finance and difficulties in obtaining credit facilities from the banks. *“One of the first places that intending and existing entrepreneurs will call to discuss their proposal is their bank and banks are just not lending at the moment, despite their protestations to the contrary.”* As a consequence, many called for increased pressure from Government on the banking sector to encourage the banks to provide finance on reasonable terms for new and developing businesses. Others called for a structured loan guarantee scheme and the provision of micro credit facilities i.e. low interest loans of up to €25,000, especially to start-ups.²⁸

Several key informants also referred to access to equity finance as also being a constraint to entrepreneurial activity in 2011. GEM research gives an insight into the levels of informal investment during the year. Informal investors are those that invest in new businesses started by others. These informal investors are typically family and friends, though there is a small group that can be described as ‘business angels’ (investing in entrepreneurs not previously known to them). Informal investors are the second most important source of finance for entrepreneurs. The entrepreneurs’ own resources being the most common source of finance for new firms.

In Ireland 3.2% of adults reported having provided funds in the past three years (June 2008 to June 2011) to a new business started by someone else.

²⁷ Of the 36 strong panel 47% are entrepreneurs. The others are experts drawn from across academia, and from the public and private sectors. All are well informed in this area and have considerable experience in dealing with entrepreneurs and their new ventures and /or with the eco-system that impacts on them.

²⁸ A Microenterprise Loan Fund Scheme was announced by The Minister for Jobs, Enterprise and Innovation in June 2012 <http://www.djei.ie/press/2012/20120622.htm>. The Microenterprise Loan Fund will form part of a suite of finance schemes provided through the Department of Jobs, Enterprise and Innovation to businesses of a range of sizes and in a range of sectors, including the €150million Credit Guarantee Scheme, for SMEs who because of a lack of collateral or because of the sector they operate in face difficulties in accessing traditional bank credit. http://www.djei.ie/enterprise/smes/RIA_The_Microenterprise_%20Loan_Fund_Bill_%202012.pdf





The average investment by Irish informal investors is €26,000. While the absolute amounts invested in businesses may appear to be relatively small (particularly when compared to formal venture capital investments), the aggregate amount invested by informal investors is substantial.

Relative to the OECD and EU-15 averages both the Irish rate of informal investors and the average amount invested is lower. In terms of the rate of informal investors, the Irish rate (3.2%) is significantly lower than the OECD average (4.7%), the EU-27 average (4.6%) and the EU-15 average (3.9%). In terms of the average amount invested, the amount in Ireland (€26,000) is lower than the OECD average (€33,000), lower than the EU-15 average (€28,000), though it is higher than the EU-27 average (€23,000). (Table R)

The prevailing economic climate was also perceived as constraining entrepreneurial activity. Many noted that the recession has created a lack of business confidence and depressed both consumer and businesses demand for goods and services. A number of the experts and entrepreneurs also mentioned “fear of leaving employment” in times of recession as a deterrent to entrepreneurial activity. This ties in with a point often mentioned which is a lack of social security support for those whose businesses fail.

Education was cited frequently by those consulted as constraining entrepreneurial activity. There was a general belief that there is no focus on entrepreneurship within the education system and a shortage of teachers qualified to teach entrepreneurship. Moreover, graduates of the system were perceived as not being trained in entrepreneurial and creative thinking.²⁹

PERCEIVED STRENGTHS

The support of Government and the development agencies, in particular Enterprise Ireland and the City and County Enterprise Boards, was perceived by the experts and entrepreneurs consulted as being the major strength for entrepreneurial activity in Ireland. The following is a typical comment: *“Current government policy is pro-business and resources are being applied to Enterprise Ireland, the City and County Enterprise Boards and others, which are fostering start-ups.”* In this connection the key informants also mentioned the low rate of corporation tax, the fiscal incentives to generate IP, third level incubation units, and particular initiatives including Springboard and Going for Growth.

Recession and the associated rise in unemployment was referred to by almost half of the experts and entrepreneurs consulted as a factor fostering entrepreneurial activity. The perception is that the high unemployment rate has left people with no other option. *“Increase in necessity entrepreneurship due to growing unemployment”*. *“People becoming entrepreneurs, as a way of creating a job for themselves.”*

Role models and mentoring programmes were highlighted by a third of the experts and entrepreneurs with media encouragement through the positive portrayal of successful entrepreneurs also considered by many to be a key strength in the Irish eco system. *“Plenty of press/radio coverage of start-ups and successful entrepreneurs and TV shows such as Dragon’s Den”*.

RECOMMENDATIONS FOR IMPROVEMENT

Changes to the education system and a greater nurturing of an entrepreneurial mindset was highlighted most frequently by the experts as a means of fostering a supportive culture and of further supporting future entrepreneurial activity. *“Embed creativity, innovation and entrepreneurial behavior and attitudes in second and third level education.”* *“Encourage technology at an early age; introduce problem solving and solutions as the norm at school; move away from rote learning.”*

Government policies were perceived by the experts and entrepreneurs as being a major strength of the environment for entrepreneurs in Ireland. They were also the focus of a great many of the recommendations for further improvement. The recommendations in this area were broadly in three areas and called on the government: (i) to intensify support initiatives for new entrepreneurs and to give the development of entrepreneurs and new enterprise creation equal weight with the focus on existing SMEs; (ii) to reduce the bureaucratic/regulatory/administration requirements on start-up businesses; and (iii) to provide welfare supports for those whose businesses fail.

²⁹ HETAC launched draft guidelines and key criteria for the review of Enterprise and Entrepreneurship Education in higher education and training institutions in April 2012. <http://www.hetac.ie/docs/EEE%20Draft%20guidelines%20BW%20for%20issue%20prior%20to%20conference.pdf> Published guidelines, following a consultation process, will be launched later in the year.

Access and availability of finance was perceived as a constraint by the great majority of those consulted. Not surprising, several recommendations were put forward by the experts and entrepreneurs suggesting how improvements could be made in this area. In many instances, these overlapped with recommendations made in respect of Government policy, particularly fiscal policy, for example suggestions that VAT/other taxes be reduced for start-up enterprises and an improvement in tax breaks for seed capital investment. Several recommendations also related to the provision of micro credit facilities for those who were unable to access credit from the banks and the call on Government to apply pressure on the banking sector to provide finance on reasonable terms for start-up and developing businesses.

2.12 ENTREPRENEURIAL EMPLOYEE ACTIVITY (INTRAPRENEURSHIP)

GEM introduced a new special topic to the research in the 2011 cycle. This related to entrepreneurial activity by employees (*intrapreneurship*). GEM defined this activity broadly: it includes employees that develop or launch new goods or services or set up new business units that constitute a new establishment or subsidiary for their main employer. These initiatives include both activities initiated by the organisations' top levels and those that emerge from the bottom.

Analysis of entrepreneurial employee activity across countries suggests that those employees who are involved in entrepreneurial activity have substantially higher job growth expectations for their new business activity than independent early stage entrepreneurs. In addition, entrepreneurial employee activity appears to be more innovative than early stage entrepreneurial activity.

The rate of entrepreneurial employee activity (activity in past 12 months) among those in employment in Ireland is 8.1% (Table S). The rate rises to 10.4% for those that have engaged in some entrepreneurial activity for their employer at some time over the past three years.³⁰ These rates are broadly similar to that which prevails across the EU-15 (8.5% and 10.9% respectively) and is ahead of the averages across the OECD and EU-27. Employees in the Nordic countries of Sweden and Finland are particularly active in this area with 22.2% and 20.7% of employees involved as an intrapreneur in the last three years.

2.13 HARNESSING ENTREPRENEURIAL POTENTIAL

Section 2 describes the nature and level of entrepreneurial activity in Ireland in 2011 in some detail, examines trends over time and makes comparisons with European and OECD countries.

The positive aspects were outlined and the less positive trends noted.

In particular, the rise in the number of those setting up a new business during 2011 was noted as was the fact that the overall rate of early stage entrepreneurial activity declined in Ireland relative to other EU-15 countries. A high proportion of early stage entrepreneurs in Ireland are doing so through a feeling of necessity. Relative to other countries, the rate of those unemployed engaged in early stage entrepreneurial activity in Ireland is higher. The decline in the number of those aspiring to be entrepreneurs, the decline in the numbers perceiving opportunities for new businesses and the fall-off in the perception of entrepreneurship as a desirable career were also noted.

Given the many recognised benefits that flow from a well-functioning entrepreneurial society, including the creation of employment, the challenge for Ireland is to achieve an optimum level of entrepreneurial activity, which is inclusive of age and gender, while maximising the potential from the enterprising efforts of all who decide to become entrepreneurs.

New entrepreneurial activity is particularly important given the age profile of established owner managers and their lower growth and employment aspirations relative to new entrepreneurs.³¹

NOTE: Table A through to Table S contain cross country comparisons that are pertinent to this Section. They may be found in Section 4.

³⁰ If the rates are expressed for the total adult population, rather than just for those in employment, the rates are lower. The rates of entrepreneurial employee activity in the adult population are as follows: activity in the past year 4.6%; activity in the past 3 years 5.9%.

³¹ A comparison between early stage entrepreneurs and owner managers of established businesses was made in the 2010 GEM report for Ireland. It was noted that established owner managers tend to be older, less innovative, less export oriented, with lower growth and employment ambitions than early stage entrepreneurs.



SECTION 3

WOMEN - AN UNTAPPED SOURCE OF ENTREPRENEURIAL POTENTIAL?

3.1 THE ENTREPRENEURIAL GENDER DIVIDE

Policy makers have for many years indicated that they believed there was a relatively untapped entrepreneurial potential among women. For example, in 2003 the EU Green Paper highlighted women as having considerable entrepreneurial potential, which was perceived as being under developed. The Green Paper identified the need to focus specifically on women as an under-represented group, together with ethnic minorities, as one means of achieving Europe's entrepreneurial ambitions.³²

Similarly in Ireland what was perceived as the relatively untapped entrepreneurial potential that existed among women and among immigrants was highlighted in 2006 by the Small Business Forum and was subsequently further explored in *Towards Developing an Entrepreneurship Policy for Ireland* the following year.³³

Yet in Ireland in 2011 little has changed. The proportion of entrepreneurs that are women, both in established businesses and in those more recently started, does not reflect the proportion of women in the population (51%)³⁴ nor does it reflect the proportion of the labour force which are women (45%).³⁵ The instance of early stage entrepreneurial activity among men is more than twice that of women (2.5 to 1) and the higher ratio of established business owners that are men (2.2 to 1) is almost equally pronounced. (Table T and Table U).³⁶

Ireland is no different to many other developed countries in having a much higher proportion of men compared to women engaged in entrepreneurial activity. What is significant, however, is that an increased rate of early stage entrepreneurial activity among women in many countries is resulting in the traditional entrepreneurial gender divide beginning to narrow. This is not the case in Ireland. (Table 3)

TABLE 3: THE GENDER GAP IN SELECTED COUNTRIES

Country	Ratio of men to women early stage entrepreneurs	Ratio of men to women established owner managers
Ireland	2.5 : 1	2.2 : 1
Australia	1.5 : 1	2.1 : 1
UK	1.8 : 1	2.0 : 1
United States	1.4 : 1	1.7 : 1
OECD average	1.8 : 1	2.2 : 1
EU-15 average	1.9 : 1	2.2 : 1
EU-27 average	2.0 : 1	2.3 : 1

³² Green Paper Entrepreneurship in Europe, European Commission, January 2003, Section A: *What does it take to produce more entrepreneurs?* iv page 14. http://eur-lex.europa.eu/LexUriServ/site/en/com/2003/com2003_0027en01.pdf.

³³ The Report of the Small Business Forum, *Small Business is Big Business*, May 2006 <http://www.forfas.ie/publication/search.jsp?ft=/publications/2006/Title,767,en.php>. *Towards Developing an Entrepreneurship Policy for Ireland*, Section 5 Encouraging Entrepreneurial Activity Among Under-Represented Groups, Forfas, September 2007.

³⁴ Aged 15 and over Source: QNHS Survey, Q1 2012, CSO.

³⁵ Source: QNHS Survey, Q1 2012, CSO.

³⁶ For ease of reference, cross country tables are collected together in Section 4. Table T, Table U and Table V are relevant to this Section and are referenced in order throughout the text. Where tables are referenced by number in the text (Table 3 through to Table 13), they are to be found in the body of this Section and not in Section 4.





In 2007 the Irish GEM report noted a decided narrowing between the rate at which men and women were active as early stage entrepreneurs, with men for the first time less than twice as likely to be an early stage entrepreneur relative to women (1.8 to 1).³⁷

The narrowing of the gender gap has not been sustained in subsequent years, however, as Table 4 illustrates.

TABLE 4: EARLY STAGE ENTREPRENEURS AND ESTABLISHED OWNER MANAGERS BY GENDER

YEAR	EARLY STAGE ENTREPRENEURS			ESTABLISHED OWNER MANAGERS		
	Men (% of male working age population)	Women (% of female working age population)	Ratio of men to women	Men (% of male working age population)	Women (% of female working age population)	Ratio of men to women
2011	10.3%	4.2%	2.5 : 1	10.9%	5.0%	2.2 : 1
2010	9.5%	3.9%	2.4 : 1	11.8%	5.2%	2.3 : 1
2008	11.2%	4.0%	2.8 : 1	12.7%	5.4%	2.4 : 1
2007	10.6%	5.9%	1.8 : 1	12.7%	5.4%	2.4 : 1

Looking at the rate at which men are the owner managers of established businesses compared to women, the ratio in Ireland is similar to the average across the EU and the OECD – 2.2 to 1 (Table 3). In the United States, however, the gender divide is less pronounced (1.7 to 1), as it is in some of the Nordic countries, namely Sweden (1.6 to 1) and Finland (1.9 to 1).³⁸ (Table T)

One would expect that a spotlight on the need to encourage more women to become active as entrepreneurs in recent years would, if effective, have the effect of raising the early stage entrepreneurial activity rate among women, thereby narrowing the ratio between men and women entrepreneurs.

This has been the case across the EU, and the OECD (Table 3). It has not been the case in Ireland. The ratio between men and women early stage entrepreneurs (2.5 to 1) in Ireland is slightly wider than it is between men and women, who are the owner managers of longer established businesses (2.2 to 1). A similar trend can be observed in France.³⁹ This is unusual. The norm is for an increased rate of early stage entrepreneurial activity among women, which leads to a narrowing of the gender gap.

In seeking to narrow the entrepreneurial gap between men and women there is little point in achieving this objective through a smaller proportion of men becoming active as entrepreneurs. The challenge is to maintain an optimum level of men involved in entrepreneurial activity, both as established owner managers and as early stage entrepreneurs, while encouraging an increased involvement by women.

Australia is a good example of exactly that. In Australia in 2011 there was a higher rate of women who were early stage entrepreneurs (8.4%) compared to those who were longer established owner managers (5.8%). Given that the rate at which men were involved in entrepreneurial activity in that country was broadly similar between early stage and established entrepreneurs (12.6% and 12.3% respectively), the ratio of men to women established owner managers in Australia (2.1:1) narrows in respect of men to women early stage entrepreneurs (1.5:1) without any lowering of the rate at which men were active as entrepreneurs.

In the US, mentioned above, where the ratio of men to women established business owners is already relatively narrow, a further narrowing may be observed among early stage entrepreneurs in 2011

³⁷ In the three earlier years the number of times a man was more likely to be an early stage entrepreneur relative to a woman was 2.5:1 (2006), 2.6:1 (2005) and 2.1:1 (2004).

³⁸ Interestingly in the other Nordic countries, Denmark and Norway, the gender divide among established owner managers (3.2 to 1 and 3 to 1 respectively) is even more pronounced than it is in Ireland, and is wider than the OECD and EU averages.

³⁹ Ratio of men to women as established entrepreneurs in France (2.1 to 1) widens among early stage entrepreneurs (2.9 to 1).

(Table 3). Again this narrowing of the ratio between men and women early stage entrepreneurs was not brought about due to a decrease in the rate at which men were becoming early stage entrepreneurs - quite the reverse. This happened at a time when the rate of early stage entrepreneurial activity among men was increasing significantly.⁴⁰

In Ireland, while no overall narrowing has occurred in the ratio between men and women established entrepreneurs and early stage entrepreneurs, it is interesting that the ratio of men to women early stage entrepreneurs shows a definite narrowing among those in the youngest age group (18-24 years), a ratio of 1.6 to 1, and narrows also, but to a lesser extent, among those in the oldest age groups (55-64 years), a ratio of 2.0 to 1. The ratio for the other ages groups are 2.7 to 1 (25-24 years) and 2.5 to 1 (35-44 years and 45-54 years).

3.2 MEN AND WOMEN EARLY STAGE ENTREPRENEURS

In Ireland 10.3% of men are early stage entrepreneurs compared to 4.2% of women. In 2011, the rate at which both men and women were planning and starting new businesses increased and reversed the decline observed in 2010, particularly among men (Table 4).

Relative to other countries, the rate at which men in Ireland are involved as early stage entrepreneurs is at the average across the OECD and the EU-27, while being ahead of the EU-15. It is considerably behind the United States and Australia (Table T).

Despite the focus on women entrepreneurs in the media, by policy makers and by the City and County Enterprise Boards in particular, the participation rate of women as early stage entrepreneurs in Ireland (4.2%) is relatively low and is lower than the average across the OECD (5.8%) and the EU-27 (5.1%), similar only to the EU-15 average (4.5%). Moreover, there are particularly marked differences between the recent participation rate of women as entrepreneurs in Ireland and the US (10.4%), where the rate is two and a half times higher than it is in Ireland. There are also marked differences with Australia (8.4%), where the rate is double that of Ireland (Table T).

3.3 IMPORTANCE OF PERSONAL CONTEXT

The GEM data demonstrates the relationship between aspects of an individual's personal context and entrepreneurial behaviour.

Self confidence in own skills to successfully start and manage a business characterised 36% of women and 55% of men in Ireland in 2011. Those who are confident that they have the skills to successfully start and manage a business are more likely to be an entrepreneur compared to those who do not have this confidence.⁴¹ The lower rate of self confidence among women in this respect is very important. Women in Ireland, who express a belief in their ability to successfully start and run a new business, are ten times more likely to be an early stage entrepreneur than those without this self-belief. For men this aspect of personal context is also very important, but to a lesser extent than it is for women. Men who are confident in their ability to start and manage a business are five times more likely to be an early stage entrepreneur than those without such confidence.

The lower prevalence of self confidence among women compared to men is not unique to Ireland. It may be observed across many countries and the level in Ireland is broadly at the average rate across the OECD, EU-15 and EU-27. In the US where self-confidence is extremely prevalent across the population, it is still higher for men (64%) than it is for women (47%) (Table V).

It would appear that the trend in Ireland in recent years is for the prevalence of self- belief among men to remain reasonably constant (in or around 55%), despite the changed economic environment, while its lower prevalence has declined further among women from 42% in 2010 to 36% in 2011.

⁴⁰ Early stage entrepreneurial activity among men in the US was 14.3% in 2011, compared to 8.2% in 2010, 12.7% in 2008, and 12.0% in 2007.

⁴¹ It is important not to infer causality here. The data states that those who start a business are confident in their own skills. This point holds true for each aspect of personal context.





The perception of opportunities to start a new venture among the general population in Ireland declined dramatically in 2008 compared to 2007. This was true for both men and women. In 2011 there is no real indication of a return to the earlier high levels (Table 5).⁴² The current rate of opportunity perception is lower for both men and women in Ireland than is the average across the OECD, EU-15, and EU-27 (Table V).

TABLE 5: PERCEPTION OF OPPORTUNITIES BY GENDER

YEAR	Men as a percentage of all men in adult population	Women as a percentage of all women in adult population
2011	28%	23%
2010	26%	19%
2008	25%	28%
2007	50%	42%

Knowing someone who is a recent entrepreneur is to be found to a greater extent among entrepreneurs than it is among the general population. This is true for both men and women. In 2011 45% of men and 34% of women in Ireland reported that they knew a recent entrepreneur. This is an increase on 2010, particularly for women - up from 27%. The acquaintance with a recent entrepreneur is relatively high in Ireland among both men and women and is more prevalent than the averages across the OECD, EU-15 or EU-27.

Of the developed countries, the US has a rate of early stage entrepreneurs among its population that is considerably higher than Ireland – 12.3% compared to 7.3%. Yet only 29% of men and 25% of women in the US report knowing a recent entrepreneur - a much lower proportion than in Ireland. This is perhaps a measure of how networked Ireland's small population is.

The very high prevalence of early stage entrepreneurs in China (24% compared to 7.3% in Ireland) is reflected in the fact that 68% of men and women in that country report knowing a recent entrepreneur. (See Table V in Section 4 for further international comparisons).

Fear of failure as an inhibitor to setting up a business is less prevalent among entrepreneurs than it is among the general public. It is more prevalent among women (46%) in Ireland than it is among men (37%). The greater risk averseness among women is true across the OECD, EU-15 and EU-27 countries. Only in Japan, where it is equally high for men and women (47%), and in Sweden (37%) is this inhibitor equally prevalent among men and women. In all other countries, a fear of failure is reported more frequently among women than it is among men (Table V).

3.4 PROFILE OF EARLY STAGE ENTREPRENEURS BY GENDER

The average age at which men and women are active as early stage entrepreneurs in Ireland in 2011 is the same (38 years) and reflects the fact that the majority of early stage entrepreneurs are in their mid-twenties to their mid-forties.

Previous work status would appear to be influential for both men and women in that the great majority of early stage entrepreneurs are coming from employment. This is particularly true of women (Table 6).

The great majority of early stage entrepreneurs in Ireland have been educated beyond second level. This is true for both men (70%) and women (75%) (Table 7). The education profile of men and women has changed significantly in Ireland in recent years. This is reflected in the fact that while a third of

⁴² Entrepreneurs are three times as likely to perceive an opportunity than those in general population.

women (34.4%) and men (31.2%) aged 35-64 have a third level education,⁴³ a much higher proportion of the younger age group (25-34) have a third level qualification – 53.1% of women and 39.1% of men. The increased proportion of young women with a third level qualification is particularly noticeable, increasing from 37.5% in 2002.⁴⁴ All other things being equal, as the proportion of women with third level qualifications increases, which the current trend would indicate, it might be expected that the rate of early stage entrepreneurial activity among women would also increase.

TABLE 6: EMPLOYMENT STATUS OF EARLY STAGE ENTREPRENEURS BY GENDER

Work Status	Percentage of all male early stage entrepreneurs	Percentage of all female early stage entrepreneurs
In employment (full time or part time)	85%	93%
Not Working (including home-maker)	10%	7%
Retired/student	5%	0%

TABLE 7: EDUCATION LEVEL OF EARLY STAGE ENTREPRENEURS BY GENDER

Highest Qualification	Percentage of all male early stage entrepreneurs	Percentage of all female early stage entrepreneurs
Primary and/or some secondary	11%	3%
Secondary school	19%	22%
Post-secondary	21%	32%
Graduate education	49%	43%

3.5 PROFILE OF ESTABLISHED OWNER MANAGERS BY GENDER

In Ireland 10.9% of men are owner managers of businesses that are at least three and a half years old. This rate is just over double that of women (5.0%). (Table 4)

Relative to other countries, the rate at which men in Ireland are involved as owner managers of established businesses (10.9%) is in or about the average across the OECD and EU-15 countries, while being ahead of the EU-27 (9.2%). The rate at which women are involved as owner managers of established businesses in Ireland (5.0%) is ahead of the OECD, EU-15 and EU-27 averages (Table U).

In 2010 a decrease in the rate of owner managers in Ireland was noted and this has continued in 2011, driven by the number of entrepreneurs who are exiting and closing businesses they previously started. In 2011, 2.8% of the adult population in Ireland are owner managers that have closed businesses in the previous twelve months. The rate at which men are closing businesses that they previously owned (4.4%), far exceeds the rate at which women are closing businesses (1.1%).

3.6 AGENCY SUPPORT FOR WOMEN ENTREPRENEURS⁴⁵

Given that in Ireland men compared to women are more likely to be early stage entrepreneurs (2.5 to 1), and established entrepreneurs (2.2 to 1), it is interesting to note that women entrepreneurs have been the recipients of training and mentoring support from their local development agencies⁴⁶ to a slightly greater extent than have men over the last five years (average 52%) (Table 8).

⁴³ Source CSO, QNHS Table 4.5 Ireland persons aged 35-64 by highest level of education attained, 2011.

⁴⁴ Source CSO, QNHS Table 4.4 Ireland persons aged 25-34 with third level qualification, 2002-2011.

⁴⁵ The information in the following paragraphs draws on the GEM research data but also on information supplied directly to the authors by Enterprise Ireland.

⁴⁶ City and County Enterprise Boards (CEBs) www.enterpriseboards.ie.



**TABLE 8: CEB MEASURE 2 (TRAINING AND MENTORING) PARTICIPANTS BY GENDER**

YEAR	NUMBER OF PARTICIPANTS			Percentage of total that are women
	Total	Men	Women	
2011	27,103	15,097	12,006	44%
2010	23,732	11,578	12,154	51%
2009	25,918	12,502	13,416	52%
2008	21,912	9,439	12,473	57%
2007	21,169	8,536	12,633	60%

Women entrepreneurs, however, are much less likely to have been granted financial support from these same agencies over this period. The proportion of entrepreneurs receiving financial assistance that are women has averaged 22%, with only slight variations year on year (Table 9). This is far below the proportion suggested by the relative rate of women's entrepreneurial activity.

TABLE 9: CEB MEASURE 1 (FINANCIAL SUPPORT) BY GENDER

YEAR	NUMBER OF PARTICIPANTS			Percentage of total that are women
	Total	Men	Women	
2011	1,013	781	232	23%
2010	1,040	830	210	20%
2009	1,065	816	249	23%
2008	914	715	199	22%
2007	909	710	199	22%

In the case of Enterprise Ireland (EI)⁴⁷, the main national development agency, the number of women entrepreneurs among their High Potential Start Ups (HPSU) is even lower (Table 10).⁴⁸

TABLE 10: ENTERPRISE IRELAND HPSU APPROVALS BY GENDER

YEAR	HPSU Approvals	Female Entrepreneurs/ Managers
2011	93	7
2010	80	9 (2 in one company)
2009	73	9 (2 in one company)
2008	71	5
2007	70	10

It is clear that in Ireland women entrepreneurs are not receiving financial support from the development agencies proportionate to their representation as early stage entrepreneurs and established business owners.

A large part of the explanation for this situation relates to the types of businesses that women are starting. The majority of women are setting up businesses in services. This reflects the fact that the great majority of women in Ireland are employed in the services sector (90%).⁴⁹

⁴⁷ www.enterprise-ireland.com

⁴⁸ It should be noted that the figures for females given in this table is not confined to entrepreneurs but also includes female managers in the starting team at time of investment. Accordingly, the numbers overstate the number of women entrepreneurs involved.

⁴⁹ Source CSO: Quarterly National Household Survey Table 2a Persons aged 15 and over in employment (ILO) classified by sex and broad NACE Rev 2 Economic Sector, Q1 2012.

TABLE 11: SECTOR OF ACTIVITY OF EARLY STAGE ENTREPRENEURS BY GENDER

SECTOR	MEN Percentage of all male early stage entrepreneurs	WOMEN Percentage of all female early stage entrepreneurs
Extractive	8%	5%
Transforming	28%	10%
Business Services	34%	34%
Consumer orientated	30%	51%

Of the businesses being set up by women, as is evidenced by Table 11, a high proportion is consumer oriented.⁵⁰

Moreover, a higher proportion of women (51%), than men (35%), expects to trade solely on the domestic market and do not expect to generate international sales. Of those early stage entrepreneurs that expect to have at least 25% of their customers in overseas markets, the greater export focus of men is again evident (27% and 17% respectively). (Table 12)

TABLE 12: INTERNATIONAL ORIENTATION OF EARLY STAGE ENTREPRENEURS BY GENDER

CUSTOMERS IN OVERSEAS MARKETS	MEN Percentage of all male early stage entrepreneurs	WOMEN Percentage of all female early stage entrepreneurs
None	35	51
1% to 24%	38	32
25% to 74%	14	12
75% to 100%	13	5

This is pertinent as the legislative criteria for eligibility for financial support from the development agencies, both the CEBs and EI, are restricted to the manufacturing⁵¹ and internationally traded services sectors. Locally traded services and the professions are excluded. Consequently, many women are owner managers of businesses, whose activities are not eligible for financial support from the agencies.

3.7 GROWTH ASPIRATIONS OF ENTREPRENEURS

The other part of the explanation as to why women are receiving less support from the development agencies, particularly Enterprise Ireland (EI), may relate to the relative ambition which men and women have for their new businesses.

Most entrepreneurs expect to create micro businesses. This is true of both men and women early stage entrepreneurs. A minority of early stage entrepreneurs in Ireland (29%) expect to create at least ten jobs, with a smaller proportion (20%) expecting to employ at least 20 people within five years.

⁵⁰ This reflects the occupations in which women are employed. While women represent 45% of those employed, more women than men are employed as professionals (58% of those employed in this employment category), administrators and secretaries (75%), as providers of caring, leisure and other services (84%), and providers of sales, customer and other services (65%). Source CSO: Quarterly National Household Survey, Table 2.7 Ireland: persons in employment by occupation, 2011, Q1 2012.

⁵¹ Women comprise just 29% of those employed in manufacturing. Source CSO: Quarterly National Household Survey Table and 2b Persons aged 15 and over in employment (ILO) classified by sex and NACE Rev 2 Economic Sector, Q1 2012,





Relative ambition is pertinent with regard to an early stage entrepreneur being eligible for EI support. Besides the need to be involved in manufacturing or internationally traded services, the entrepreneurs supported by EI, through its HPSU programme, must demonstrate that they are capable of creating 10 jobs in Ireland and realising €1 million in sales within three to four years of starting up. While aspiration does not necessarily translate into achievement, it is the basis on which the entrepreneurs will be deciding themselves as to whether they are eligible for HPSU support and the basis on which they will be assessed.

As Table 13 clearly illustrates, men compared to women early stage entrepreneurs are considerably more ambitious and, as the ambition increases, so does the gender gap.

TABLE 13: GROWTH ASPIRATIONS OF EARLY STAGE ENTREPRENEURS BY GENDER

Percentage of early stage entrepreneurs that expect to have at least 10 jobs within five years.	
• For men early stage entrepreneurs	36%
• For women early stage entrepreneurs	12%
• All early stage entrepreneurs	29%
Percentage of early stage entrepreneurs that expect to have at least 20 jobs within five years.	
• For men early stage entrepreneurs	24%
• For women early stage entrepreneurs	6%
• All early stage entrepreneurs	20%

In 2011, there are nine times as many men compared to women, who are early stage entrepreneurs and have significant growth ambitions for their new business, in that they expect to employ twenty or more within five years.

3.8 TAPPING INTO WOMEN'S ENTREPRENEURIAL POTENTIAL

Given the increased profiling of women entrepreneurs in the media and the particular focus that the CEBs in particular have given through National Women's Enterprise Day and their development of supportive networks for women entrepreneurs, it is perhaps surprising that there has not been a sustained narrowing of the gender gap in Ireland between men and women early stage entrepreneurs in particular, as there has been in many other countries.

More women than men in Ireland report that a fear of failure would inhibit them from becoming an entrepreneur and fewer women report confidence in their ability to start and successfully run a new business. These differences between women and men are not unique to Ireland, however, but are to be found across the OECD and the EU countries, even in those developed countries that have a very high level of entrepreneurial activity among women, for example the US and Australia. This is particularly true of the confidence measure. Focusing on these measures alone, however, is not sufficient to explain the difference in activity rates across countries.

While it is clear that in Ireland women entrepreneurs are not receiving financial support from the development agencies proportionate to their representation as early stage entrepreneurs and established business owners, they are availing of "soft" supports to a greater extent than are men.

In looking to identify measures that have been successful in encouraging women to become entrepreneurs, it might be interesting to study developments in those countries that have stated objectives to increase the level of entrepreneurial activity among women, have taken concrete measures to increase the participation of women as entrepreneurs and from the evidence have achieved a measure of success. Ireland may be able to learn from their experience.

Given the correlation in Ireland between high educational attainment and entrepreneurial activity for women, it is very significant that the number of women with third level education in the most entrepreneurial age groups in Ireland is rising very rapidly and is now well ahead of men in the same

age group. Moreover, in the younger age group (18-24) there is a significantly higher percentage of women who are students in 2011 (45.9%) compared to 2006 (39.6%).⁵² This suggests that there will be a larger pool of talented women within the population in the years to come. It is important that they have the confidence and ability to become successful entrepreneurs.

It would be short sighted, however, to merely focus on the proportion of women in the population who are early stage entrepreneurs. There is a need to also focus on the innovation and growth inherent in their new businesses. With a greater focus on growth, the economic impact of women's new enterprises is greatly increased for themselves, their local communities and the country as a whole.

Looking at the evidence in this report as in previous GEM reports, it is clear that the challenge to have more women entrepreneurs aim for and achieve significant growth in their new businesses is not an insignificant one. Hence the policy focus must not only be on increasing the number of women active as entrepreneurs, but on increasing the proportion of these that are innovative, have growth ambitions and are internationally focused in the medium term. Going for Growth was designed with this in mind.

The Going for Growth initiative is designed with the objective of increasing the proportion of women entrepreneurs that are innovative, have growth ambitions and are internationally focused in the medium term. Going for Growth is a project funded under the Equality for Women Measure 2010-2013 and by Enterprise Ireland. The Equality for Women Measure is funded by the European Social Fund (ESF) through the Human Capital Investment Operational Programme 2007-2013 and the Department of Justice and Equality.



An important aspect of this initiative is that it is focused on ambitious women entrepreneurs and is not restricted to eligible sectors nor constrained by an employment ceiling.⁵³ More information on the initiative may be found on the website www.goingforgrowth.com⁵⁴

In 2011, sixty ambitious women entrepreneurs participated in the third cycle of the initiative and were assigned to round tables with volunteer Lead Entrepreneurs. At the end of their cycle the participants reported an average increase in turnover of 10%, with over 50 new jobs created. In addition, three participants became exporters for the first time. This was achieved at a time of continued recession and depressed consumer spending.

A fourth cycle of the initiative is being held in 2012 and the indications are equally positive with participants already reporting real progress towards their growth goals. In 2012, over 50 participants of previous cycles of Going for Growth come together to continue the momentum through round table sessions, topic based workshops and a National Forum. All are being facilitated by volunteer Lead Entrepreneurs and other experts.

Given the very low number of women that have been designated High Potential Start-ups (HPSUs) by the main development agency, Enterprise Ireland, to date, the development by that agency of a Female Entrepreneurship Strategy and its recent launch by Richard Bruton, TD, Minister for Jobs, Enterprise and Innovation, is to be welcomed. Going for Growth is a project funded under the Equality for Women Measure 2010-2013. The Equality for Women Measure is funded by the European Social Fund (ESF) through the Human Capital Investment Operational Programme 2007-2013 and the Department of Justice and Equality

NOTE: Table T, Table U and Table V contain cross country comparisons, which are pertinent to this Section. They may be found in Section 4.

⁵² Source CSO, QNHS Table 4.3 Ireland: Students as proportion of population aged 18-24, 2006 and 2011. It should be noted that the retention of young men in the education system has increased to an even greater extent over these years (29.7% to 44.9%) and may be a reflection of the fall-off in employment opportunities, particularly in the construction sector.

⁵³ The CEBs remit does not extend to those enterprises that employ more than 10.

⁵⁴ Paula Fitzsimons is the National Director of Going for Growth.





3.9 PROFILES OF RECENT WOMEN ENTREPRENEURS

Entrepreneurs are people not statistics! This may appear self-evident, but in a section which has examined men and women's entrepreneurial activity in terms of numbers and statistics, this is an important point to make.

Thanks to support received under the Equality for Women Measure 2010-2013, we are featuring profiles of eight women entrepreneurs. The Equality for Women Measure is funded by the European Social Fund (ESF) through the Human Capital Investment Operational Programme 2007-2013 and the Department of Justice and Equality.

Each of the women profiled, who come from different parts of the country, has set up a new business in 2008 or more recently. New entrepreneurs, like those featured, are found throughout the country. These entrepreneurs come from a variety of backgrounds and have set up a range of different types of businesses. What unites them is a well-developed ability to spot an opportunity that could be turned into a new business venture. All agree that setting up a new business is very challenging and they are very grateful for the support they received along the way, both from family and from other sources. To a person they are all glad that they took the plunge and turned the good idea into a new business.



ÁINE CUDDIHY

For years Áine Cuddihy dreamed of setting up her own food business. She worked as a primary school teacher for over 30 years before retiring in November 2010. Living in Castletroy, Limerick, Áine's passion for cooking gave her the motivation to take the plunge and set up The Minicake Company in May 2011.

Áine did not set up her own business sooner as she was afraid to give up her safe job as a teacher. Mother to three children, she was devoted to raising her family and helping provide income to pay the bills. With the children reared, Áine's husband ran a guesthouse with her part-time support. Although this business went into decline after the recession hit, it did not affect Áine's entrepreneurial spirit.

Once her children had grown up and moved away from home, Áine found it difficult to cook for only herself and her husband. As a result, there were often too many leftovers, with two-thirds of cakes becoming stale and being thrown in the bin. Áine had a brainwave - instead of making one large cake, Áine started to make small cakes, enough for two people. She was surprised by the response she received from her friends. *When I baked the mini cakes I brought them along to a few friends and their reaction was so encouraging. All their children had grown up and had left home too and they found the size of my cakes to be more than enough.*

Áine realised that she could develop her cooking hobby into a successful business. She went to local farmers' markets where she began selling her mini cakes. This proved to be successful, but only when the weather was good! Soon, Áine was supplying cupcakes to two local restaurants in Limerick. Other orders came sporadically for children's parties and other occasions.

Áine's daughter Anne discovered Cake Pops on the internet and Áine decided to try making them herself. Like the mini cakes, Áine brought the Cake Pops around to some friends for tasting. Again, the reaction was wonderful. Over the next few weeks Áine made hundreds of Cake Pops, delivering them into offices and schools and asking the tasters to fill out some questionnaires. Áine was inspired by the results with ninety per cent of people loving the Cake Pops. The company's first big order came when 400 Cake Pops were ordered for a Willy Wonka themed Ball organised by Griffith College in Dublin.

Áine recently took part in Senior Entrepreneurs – a training initiative for budding entrepreneurs aged 50+, jointly organised by Senior Enterprise, an EU INTERREG IVB NWE supported initiative, and the City and County Enterprise Boards. She learned how to develop practical skills for achieving her business goals and how to grow the business. *The Senior Entrepreneur course was a phenomenal experience for me. I had made an awful lot of mistakes in the past. I learned to market my business better through Facebook and Twitter. Even a week after doing the course, I have secured five new orders and have more than doubled my Facebook followers.*

Another company called Boucakery has since been set up by Áine. She came up with the idea of designing cakes that resemble bouquets of flowers. Áine hopes that the bouquets will make a mark within the wedding market. She explains that the bouquets will save money for the Bride and Groom. Instead of buying flowers, a cake bouquet can be displayed on each table. Afterwards there is no need to throw out the flowers, as they can be eaten! She is also targeting the corporate market as they can be adapted to company colours and themes.

Áine feels that the lack of financial support available for entrepreneurs is the greatest constraint that is stopping people from setting up a business. Another barrier faced by Áine was her lack of business knowledge. She strongly advises people to look for help. *The first thing I believe people should do is look for support. Go to your local Enterprise Board and see what is available.*

Áine believes her greatest achievement to date has been setting up her own business at 60 years of age and the confidence she has gained by successfully doing so.

For more information on Áine's new business, find her on www.facebook.com/minicakeco



AISLING MAHER

When Aisling Maher graduated from University College Dublin as an architect in 2009, the property market had crashed and jobs were scarce. The collapse of the construction industry ultimately led to her discovering her talent for fashion.

I was finding it very difficult to get a job, and started to look at other ways that I could use the design skills that I'd learnt. Even when I was studying architecture, at the back of my mind I had always thought about going back to study fashion.

Aisling decided to go on to study millinery in the London College of Fashion. Along with the design experience she had already gained in architecture, the course enabled her to create an inspiring collection of products. Aisling has always been interested in entrepreneurship, but never dreamed that one day she would be running her own fashion business.

When I was in secondary school, I would often run little businesses. Usually I would sell fashion accessories – mainly bracelets and jewellery to my friends. My mum was always making clothes, so I suppose that's where I get my creative side.

Aisling Maher Designs was established in January 2010 with a focus on the design of fashion accessories. Aisling's first lucky break came from an unexpected quarter. She had only just started her business when Oscar winner Catherine Zeta-Jones, while attending the 2010 JP McManus charity golf event, spotted one of Aisling's crystal headpieces in an Adare boutique and subsequently wore it. The photographs were beamed around the world and Aisling's career took off.

A real whirlwind took over. I started to get interest from the media. I got coverage on TV3's Exposé and that really pushed my career forward. Buyers started contacting me and I began travelling around the country to find stockists.

From the beginning the hats designed by Aisling Maher have been a hit at international trade shows in London and Paris. They are now sold through exclusive stockists in Paris, in Germany, and in Beverly Hills, California. In Limerick, Aisling works and retails from the Design Atelier she shares with fashion designer Marion Murphy-Cooney. Defying the downward trend, the turnover of Aisling's retail business has been extremely buoyant since she opened in February 2012 and she now employs a full-time team. She is currently rushed off her feet, selling over a hundred hats a month — all of which are hand made at The Design Atelier workshop.

Events such as weddings and prominent Ladies Days at Festivals including Cheltenham, Punchestown and the Galway Races have kept business booming. Her bespoke hats and headpieces have already been worn by fashion figures including Xposé's Lisa Cannon, Glenda Gilson and RTE's Emma O'Driscoll.

Aisling feels the key to her success so far has been down to her hard work and the positive reaction she has received. Since deciding to set up her business, Aisling's parents have been a huge support with her father giving her some valuable practical advice. *I discovered a brilliant source of inspiration through the Limerick County Enterprise Board. The supply of key information as well as the mentor and grant supports were of great benefit in the early days.* Once the business was off the ground, she became a participant in Going for Growth and feels the support she received has helped her establish a future path for her business.

The lack of experience I had in the business world was always the biggest challenge for me. I feel Going for Growth has helped me develop my business skills and has given me more focus and drive in the right direction. It has allowed me to network and build relationships with other inspiring entrepreneurs.

For anyone thinking of setting up their own business, Aisling would advise them to think through their idea and try to come up with a unique selling point and talk to their local Enterprise Board. Currently in talks with big name luxury-fashion institutions such as Harrods and Selfridges, this young and enthusiastic Irish entrepreneur will be one to watch over the next few years.

For more information on Aisling's new business, go to www.aislingmaher.com



DR EMMELINE HILL

Dr Emmeline Hill hails from a family synonymous with horse racing and breeding in Ireland. For generations, the Hill family have bred and raced Thoroughbreds. Therefore it comes as no surprise that Emmeline has ended up working in equine science.

Emmeline first studied Genetics in Trinity College, Dublin, before pursuing a PhD in Molecular Population Genetics, which she completed in 2000. Emmeline wanted to find a way to apply science to her love of horse racing. Equine genetics was still very much in its infancy. *In the multi-billion euro industry of Thoroughbred horse racing, breeding techniques had remained relatively unchanged for over two hundred years. Breeders relied on matching proven successful bloodlines together, hoping that the offspring would contain a winning combination of genes that contributed to success. I wanted to see if I could use my knowledge of human population genetics and apply it to horses.*

Today, Emmeline is regarded as one of Ireland's most prominent genomics scientists and leads the Equine Exercise Genomics research group at University College Dublin, where she is a lecturer in Equine Science.

In 2004, Emmeline became a UCD Principal Investigator when she was awarded the Science Foundation Ireland President of Ireland Young Researcher Award, Ireland's most prestigious prize for young scientists. This enabled Emmeline to develop the world's first academic research programme dedicated to understanding the genomics of athletic performance in Thoroughbred racehorses.

From this research into equine genetics, Emmeline identified a large number of genes that were involved in muscle strength in Thoroughbreds. Most notably, in 2010 she published the first description of a gene that contributed to a specific athletic trait in the Thoroughbred, which has been dubbed "The Speed Gene". Depending on which version of the gene is present, the horse is more suited for short distance (a sprinter) or long distance racing (a stayer). This major breakthrough would ultimately lead to a change in the way people could breed, train and race their horses.

While Emmeline had never planned on becoming an entrepreneur, she soon realised that her discovery could revolutionise the horse racing industry and that it was commercially viable. *When it came to making a decision, I didn't hesitate. It was important for me to protect the intellectual findings of my research and I felt that setting up a company was necessary to achieve this. The fact I didn't know anything about how to set it up was daunting, but was worth the risk.*

In early 2009, Emmeline took part in the NovaUCD Campus Company Development Programme (CCDP). The programme is a nine-month, part-time enterprise support initiative aimed to assist academic and research entrepreneurs in the establishment and development of knowledge-intensive enterprises to commercialise the output of their research. *The CCDP helped me develop a business plan and a strategy. I got great advice from the team on the different funding options available and how to market my business.*

In May 2009, Emmeline founded the company Equinome with Jim Bolger, one of the world's leading racehorse trainers. Equinome won NovaUCD's start-up award in November 2009. This gave Emmeline the confidence and belief that she was moving in the right direction. The commercial launch of the company and its first product- the Equinome Speed Gene Test – took place in January 2010. Equinome has since secured clients in USA, Australia, New Zealand, Ireland, UK, Hong Kong, France, Russia and Singapore.

Emmeline was presented with the 2010 IMAGE Entrepreneur of the Year Award, in recognition of her innovative idea and its transformation into a commercial success. Equinome is now a world leader in the development and provision of genomic selection tools for the bloodstock and racing industry. Emmeline maintains strong industry links with horse breeding and training operations in Ireland and internationally.

Most recently, Emmeline has been a participant in Going for Growth. *Going for Growth was the perfect opportunity for me to focus on the company. The support from the other participants has been inspiring. We all face the same hurdles despite running very different businesses.*

For anyone starting up a company, I would say – just go for it. It is tough and challenging, but knowing you have made a difference will make it all worthwhile.

For more information on Emmeline's new business, go to www.equinome.com



DR GRÁINNE REDMOND

Sometimes those who become entrepreneurs have always harboured the dream of starting their own business. With others it is something that they had not previously thought of until an opportunity presents itself. Grainne Redmond was one of the latter. Awarded a PhD in Agriculture from University College Dublin in 2000, her initial focus was on the academic and scientific community. She was employed on a number of short term contracts in this area over the years.

Twelve years on, Grainne is now the mother of two small children and wanted to find a way to combine her caring responsibilities with work. Her response is one that combines starting her own business with her responsibilities in UCD as Manager of the Irish Microbial Risk Assessment Network, a 5 year project co-ordinated by Professor Francis Butler. Her role in managing this network is a part time one.

As part of her role, she has been responsible for managing conferences, writing promotion leaflets, organising meetings and many other non-scientific tasks. *Coming from an academic background, I had not had any exposure to management or communications before. Over the years I have realised more and more just how important these aspects are to science as much as to any other area.* Grainne found that she was good at it and that her services were in demand. She began to be offered work organising and running other scientific conferences outside those of her Network responsibilities. In response to this demand, Grainne set up *Communicating Science*, a business to manage science related conferences and events.

The nature of the new business lent itself to someone in Grainne's situation - a busy working Mum - as it allowed her to work around her caring responsibilities. *From the start, I was determined to make a go of it. As someone who is still working part-time and as a mother, it suits me to work for myself as it gives me the flexibility I need. It allows me to plan my week around the family and I can work at different times during the day or at night after the kids have gone to bed.* The nature of Grainne's business meant she could set up with very little resources.

For her first event, Grainne was contracted by the Irish Academy of Engineering to run a series of lectures sponsored by Intel, three of which were held in UCD and one in Queen's University, Belfast.

Presenting a business pitch was completely new to Grainne and was like nothing she had ever done before. However, she was able to use her scientific background to her advantage and was subsequently contracted to manage the *SafeFood Knowledge Networks* Conference. In this way, despite not having any formal event management training, Grainne's business began to progress.

Professor Francis Butler also runs a project funded under the Equality for Women Measure 2010-2013, *Irish Food Entrepreneurship Training Programme*, which provides training, workshops and mentoring for women who are at an early stage of setting up a business. The Equality for Women Measure is funded by the European Social Fund (ESF) and the Department of Justice and Equality. Through her contact with Professor Butler, Grainne was able to attend several of the workshops which she found most useful. Grainne also received assistance from her local County Enterprise Board in Fingal.

The biggest challenge for Grainne has been trying to build up the confidence to take the step into starting her own business. She has found the support she received from others has been very encouraging.

I was very reluctant to give people my business card at first. I lacked confidence and found it difficult to discuss my business with others. I got great support from Professor Francis Butler in UCD, who guided me along the way. I have also worked with him in the Irish Food Entrepreneurship Training Programme as an Advisor.

For the short-term, Grainne will continue to work part time, while running *Communicating Science*. She has been asked to help manage the Global Food Safety Conference taking place in Dublin in October 2012. In the future, as the business grows Grainne would hope to be able to dedicate herself to it full time, as she sees a real demand in this area.

For more information on Grainne's new business, go to www.communicatingscience.ie



JIANLING KYLE

Jianling Kyle, a spirited entrepreneur, has travelled a long way to bring the taste of China to Ireland.

Jianling's mother ran one of the largest confectionery companies in Beijing and employed a workforce of 1,500. During her holidays from University, Jianling worked in her mother's company in the production factory. *My mother has been a huge inspiration to me. I hadn't originally planned to become an entrepreneur, so it was a big surprise! The experience I got from working with my mother has motivated me!*

Jianling studied to become an economist after working as an accountant and was appointed as an advisor to the Chinese Government for industrial development and macroeconomic policy. She subsequently went to Oxford for a special training programme and had intended to return to her position in China. While in Oxford, Jianling met Michael Kyle and her plans to return to China faded as their relationship developed.

Jianling and Michael are both passionate about food, particularly oriental style food. When Jianling served Michael a Jiaozi, a Chinese dumpling, he was amazed and convinced her that they could develop a similar product, which could be a commercial success in the west. *We dreamed of one day developing a business commercialising a food based on the Jiaozi dumpling. We started to work on some ideas to make the Jiaozi healthier and looked to add more exciting and versatile fillings. We wanted to introduce as many people as possible to the delights of what is now Wrapsu!*

Jianling moved to Michael's hometown, Longford in the Irish midlands after they got married and started a family. She found the food in Ireland to be of extremely high quality. Alongside Michael, she managed to convert the oriental style of the dumplings into locally produced ingredients, containing all the main food groups needed for a nutritious diet. Wrapsu has evolved into a healthy food, as it is made with a fat free pastry with a variety of fillings.

Jianling's personal interest in good, healthy food and her commitment to producing high quality products is very evident. *Wrapsu can be easily translated across all categories for all types of occasions under the one brand. We both felt there was a huge need for such a product in the market. It provides a quick healthy alternative that people can eat on the go or else have for lunch, dinner or as a party snack.*

Despite the economic climate in 2008, Jianling and Michael believed that the time was right to finally carry out their dream. Kyle's Kitchen was established and they started selling their produce at farmers' markets.

Jianling became involved in the Female Entrepreneur Mentoring (FEM) Programme, which was designed by Longford Women's Link and supported under the Equality for Women Measure 2010-2013. The Equality for Women Measure is funded by the European Social Fund (ESF) through the Human Capital Investment Operational Programme 2007-2013 and the Department of Justice and Equality. *FEM had a wonderfully positive impact on me as a woman in business. I now realise that every business needs a structure. Mentoring allowed me to talk about the difficulties I was facing and look at how the business could grow.*

Jianling and Michael were featured on RTE's Dragons' Den in 2011 and appeared on the follow up series, Dragons' on Tour in May 2012. Kyle's Kitchen has expanded production of Wrapsu and it is currently available in Spar and Euro Spar stores as well as some specialist outlets throughout the country. Jianling is also currently in talks with a major supermarket group to supply Wrapsu to their stores. She also hopes to include a new range of products in the near future, including soups and spring rolls. Jianling is proud of how well her business has started in Ireland. Coming from China, she felt it was crucial to learn to adapt quickly to fit into Irish society and has been lucky to have Michael's help and support along the way. *An entrepreneur that moves to Ireland from abroad has to be very dynamic. You have to be energetic and have the belief that you are capable of achieving your goals. It can be quite demanding, both physically and mentally. But the happiness you feel every time another hurdle is overcome makes it all worthwhile.*

For more information on Jianling's new business, go to www.wrapsu.com



LINDA O'SULLIVAN

Ever since Linda O'Sullivan finished university she had been interested in entrepreneurship and one day hoped to set up her own business. Originally from County Cork, she obtained a Bachelor of Business Studies with French from the University of Limerick, before deciding to pursue a Masters in Film and TV in Dublin City University.

For over ten years, Linda worked as a development executive, editor and writer of children's shows with many international broadcasters, including the BBC, Disney Channel and France 3. At the time Linda had thought she would end up establishing a film or TV production related business. She never imagined that she would start a business that develops online learning products for children.

The idea for her new business came from her own personal experience involving her son, who struggled with issues relating to dyslexia at school. To help her son, Linda and her husband began taking their son to learning support classes outside of school. Driving long distances, however, put the family under great pressure.

I wanted to come up with an easy solution to help my son with his reading difficulties. The learning support classes provided great results, yet put him and the whole family under a lot of strain. The types of exercises he was working on to build his reading fluency seemed perfect for interactive game-based learning.

Linda decided to investigate how these reading exercises could be integrated into a new and exciting animated universe. She consulted with experts in specialist learning from the British Dyslexia Association as well as parents and teachers. Linda felt there was a need for something that would provide a fun way for children to practice their reading skills. She wanted to develop a product which offered better engagement with children, while keeping the focus on the learning element. And so, Footbridge Interactive was born.

Linda personally invested in building a prototype with the help of an Innovation Voucher from Enterprise Ireland. This prototype was tested with over 200 children. At that point, Linda took part in a nine month enterprise support programme (LEAP) run by Limerick Institute of Technology, during which she received funding (CORD Programme) from Enterprise Ireland. *The LEAP Programme was a great support structure at the early stage, particularly as I had no previous experience of start-ups. The good dynamics between the various entrepreneurs there is invaluable.*

Without the support she received from her family as well as the help from organisations such as Enterprise Ireland, Linda believes that Footbridge Interactive would not have been possible. *I could not have done this without the support of my husband. Setting up a business while you have young children at home is a challenge in itself. Enterprise Ireland provided fantastic financial support from the start. Most recently, I have been involved in Going for Growth. I felt the support of my Lead and my network group was exactly what I needed at my stage of development. Footbridge Interactive won a Competitive Start Fund from Enterprise Ireland in 2011, worth €50,000 and then won LEAP Business Award's first prize, which involved another €50,000 investment from AIB Seed Capital Fund.*

As a result of the funding, the company had the start-up capital needed to build their first product: Reading Bridges – an online learning game aimed at 7-12 year olds. The company recently won an award from Enterprise Ireland's internet growth acceleration programme (iGAP). *As a non-tech, iGAP gave me the tools I needed to move through a software development process that makes sense with limited resources, and to then set and measure performance for an online business.*

Linda described setting up her business as much more demanding than anything she had ever done before. *In order to run your own business, the range of skills needed vary, from financial management to making technology based decisions. But I enjoy it and I like the challenge.*

The advice Linda would give to others thinking of becoming entrepreneurs would be to *put all your energies in the early days into getting to know your customers, not into business plans and chasing investors.*

For more information on Linda's new business, go to www.readingbridges.com



PATRICE FANNING

Patrice Fanning's first taste of entrepreneurship came in transition year, when she participated in her local Enterprise Board's Mini-Company competition. This sparked Patrice's ambition to one day set up her own business.

Patrice obtained a first-class honours degree from the University of Limerick in Applied Languages with Computing, which dealt extensively with technical writing. After graduation, she remained at the university for 3 years teaching technical writing, software localisation, and introductory computer programming. During this time, Patrice also worked at the Localisation Research Centre (LRC), where she designed training courses and guides on software localisation, and worked on EU reports and tenders.

In 2005, Patrice joined global enterprise software giant SAP as a technical writer. She worked with international development teams to produce user-friendly help and training material for the new Business ByDesign solution aimed at mid-sized enterprises. Patrice later changed her focus to SAP's Business Suite for large enterprises and moved into project and people management.

While working for SAP, Patrice always kept the idea of setting up her own business in the back of her mind. She recognised an opportunity to set up an Irish-based company that offered outsourced writing and documentation solutions to both large multinational and high-potential SMEs operating in the IT space. At the end of 2010, she decided to leave SAP to set up Technically Write IT. *Technology is evolving at breakneck speed. The need to document it clearly, so that it is attractive and understandable to consumers has never been greater. I believed there was a big market for technical writing services provided by professionals with English as a first language. I knew the industry well, but lacked experience in running a business and knew very little about finance and marketing for example.*

To help get things started, Patrice took part in PINC, an intensive ten-week programme for female entrepreneurs, based in the Rubicon Centre at Cork Institute of Technology. PINC is a project funded under the Equality for Women Measure 2010-2013. The Equality for Women Measure is funded by the European Social Fund (ESF) and the Department of Justice and Equality. *PINC really got the ball rolling. It touched on all aspects of business that need to be considered to turn a good idea into a successful and sustainable venture. I was assigned an extremely knowledgeable mentor, a former VP of multinational EMC2, who I still work closely with today. I learned a lot from the practical training sessions and was motivated by networking with other participants, who were just starting out too.*

After PINC, Patrice took part in the Genesis Enterprise Programme, also run by the Rubicon Centre. This programme was more in-depth and gave her the opportunity to develop a concrete plan outlining her business objectives. This plan was reviewed and tweaked in 1-to-1 sessions with a number of experienced individuals, giving Patrice increased confidence in what she wanted to achieve.

Patrice advises fledgling entrepreneurs to be aware of the challenges they will face in setting up their business. *The most important thing is to go in with your eyes open. You need to recognise the potential obstacles upfront, so that you can plan effectively to overcome them. I would recommend locating in a centre like the Rubicon and taking part in a programme like PINC or Genesis. Personally I benefitted a lot from this positive and supportive environment.* At the moment, Patrice is maintaining a tight operation with just herself, a business administrator and a part-time accountant on board. Her model is based on creating contract work for experienced writers. *Working with freelance writers on a contract basis gives me the chance to assess their writing and time management skills. If someone under delivers, Technically Write IT is under no obligation to hire them for another project. It also allows us to scale up and down to meet demand from clients.*

As a result of its success, the company received a Business Development Achievement Award from Genesis in March 2012. Looking forward, Patrice hopes to grow her business, her team, and especially her list of international clients. *We're committed to scaling the business by developing long-term relationships with new and existing clients. I'm very excited about the future prospects of the business and I believe that we have what it takes to make Technically Write IT Ltd. an international success.*

For more information on Patrice's new business, go to www.technicallywriteit.com



PATRICIA HILL

Patricia spent her early childhood growing up in Dunfanaghy, County Donegal before moving to England with her parents and siblings. After completing school, Patricia began working for NatWest Bank in London. In 1989, Patricia moved back to Ireland and began a career with Ulster Bank that would last for over 20 years. *During my career with Ulster Bank, I held many positions with lots of different roles and responsibilities. I feel they have all helped provide me with the varied range of skills that are necessary for setting up a business.*

In 2009, Ulster Bank was seeking voluntary redundancies from their employees. Patricia saw this as an opportunity and took it in November of that year. *I had always wanted to set up my own business. I knew the chance had finally come and I was ready for the challenge. My Dad was a builder and ran his own business. He has been a huge inspiration to me. As a teenager I loved working with him and one day hoped to own my own business too.*

Drawing on her varied experience in Ulster Bank, including that of Commercial Manager, with over 900 SME customers in Letterkenny, Patricia was aware of the benefits and was well positioned to write a robust business plan.

Patricia's goal was to open and run an American style restaurant. She invested money from her redundancy package into the business and found a suitable location close to the busy shopping district in Letterkenny. Stateside American Restaurant opened its doors for the first time in April 2011.

Along with sheer determination and hard work, Patricia feels that the support she has received has been vital. *My husband Tommy has been an amazing support. He is still working full time and takes a backseat in the running of the restaurant, but he is a great consultant! My Head Chef, Ricky McElwaine has been a godsend and was great at helping get the menu in place. My daughters Shannan (18) and Robynne (17) also work with me in the restaurant.*

Patricia feels her biggest challenge was finding the right people to help run the business. As a result she sought expert help from a HR consultancy company. *The biggest test for me was hiring staff. You can't do everything yourself and in a restaurant type business, customer service is extremely important. You need to make the right impression with customers and not everything will be under your control. You need staff you can trust and who will do their job well. Luckily I have a great team working with me.*

Stateside now has 5 full time and 20 part time workers. Patricia feels it has all been worthwhile. *I think my biggest achievement so far is the fact I have been able to give something back to Letterkenny. I was able to hire local people and gave opportunities to some young inexperienced students, training them and providing them with skills which they can use when starting college and going out into the big wide world. I use local goods and services which also stimulate the local economy, helping us all to get back on our feet. We are a very family orientated restaurant. I hope I have created a place in Letterkenny where families can come eat and spend time together in a buzzing atmosphere and not worry about their kids being too loud.*

Despite the recession, Stateside has got off to a good start. For anyone thinking of becoming an entrepreneur, Patricia recommends that they focus on their business plan and set goals. *You have to really want to do it. It is time consuming, but there is no point doing it half-heartedly. Don't try to do everything. Seek advice from experts and get help from organisations such as your local Enterprise Board.*

Looking to the future, Patricia has high hopes to expand her business. She believes that the Stateside brand has great potential and would like to see Stateside grow throughout the North West. But before another Stateside is opened, however, Patricia is eager to ensure that her flagship restaurant runs like a well-oiled machine and hopes to make progress with their online marketing presence.

For more information on Patricia's new business, go to www.stateside.ie

SECTION 4

COMPARATIVE DATA ON ENTREPRENEURSHIP IN IRELAND IN 2011

TABLE A - POTENTIAL ENTREPRENEURS

	IRISH ADULTS Know a recent entrepreneur⁶ Percentage in adult population	IRISH ADULTS Opportunities in local area⁷ Percentage in adult population	IRISH ADULTS Skills & Knowledge to start-up Percentage in adult population	IRISH ADULTS Fear of failure prevent start-up Percentage in adult population
Australia ¹	29	48	47	44
Belgium ^{1 2 3 4}	26	43	44	42
Brazil ⁵	39	43	53	35
Chile ¹	37	57	62	31
China ⁵	68	49	44	35
Czech Republic ^{1 3}	24	24	39	40
Denmark ^{1 2 3}	32	47	35	42
Finland ^{1 2 3 4}	46	61	37	36
France ^{1 2 3 4}	43	35	38	44
Germany ^{1 2 3 4}	25	35	37	50
Greece ^{1 2 3 4}	31	11	50	68
Hungary ^{1 3}	29	14	40	45
Ireland^{1 2 3 4}	39	26	46	41
Japan ¹	15	6	14	47
Korea ¹	26	11	27	40
Latvia ³	29	24	47	45
Lithuania ³	28	23	35	48
Mexico ¹	47	43	61	33
Netherlands ^{1 2 3 4}	34	48	42	37
Norway ¹	39	67	33	38
Poland ^{1 3}	39	33	52	54
Portugal ^{1 2 3 4}	24	17	47	49
Romania ³	29	36	42	43
Russia ⁵	37	27	33	46
Slovakia ^{1 3 4}	48	23	53	45
Slovenia ^{1 3 4}	37	18	51	39
Spain ^{1 2 3 4}	29	14	51	52
Sweden ^{1 2 3}	41	71	40	37
Switzerland ¹	27	47	42	35
Turkey ¹	25	32	42	27
United Kingdom ^{1 2 3}	32	33	42	46
United States ¹	27	36	56	37
OECD average	33	35	43	42
EU-15 average	34	37	42	45
EU-27 average	33	32	43	45
EURO area average	35	30	45	46
BR(I)C average	48	40	43	39

1 Member of OECD

2 Member of European Union - EU 15

3 Member of European Union - EU 27

4 Member of EURO

5 Brazil Russia China ('BR(I)C' country)

6 They know someone who started a business in the past two years.

7 Opportunities to start a business in the next six months (July 2011 - December 2011)

TABLE B - ENTREPRENEURIAL ACTIVITY AND ESTABLISHED OWNER MANAGER ACTIVITY

	Aspiring entrepreneurs Percentage in adult population	Nascent entrepreneurs Percentage in adult population	New firm entrepreneurs Percentage in adult population	Early stage entrepreneurs Percentage in adult population	Early stage entrepreneurs OECD Ranking (of 26)	Early stage entrepreneurs EU-15 Ranking (of 12)	Established entrepreneurs Percentage in adult population
Australia ¹	14.5	6.0	4.7	10.5	5th		9.1
Belgium ^{1,2,3,4}	12.0	2.7	3.0	5.7	22nd	10th	6.8
Brazil ⁵	32.3	4.1	11.0	14.9			12.2
Chile ¹	48.6	14.6	9.6	23.7	1st		7.0
China ⁵	43.4	10.1	14.2	24.0			12.7
Czech Republic ^{1,3}	14.6	5.1	2.7	7.6	11th		5.2
Denmark ^{1,2,3}	8.9	3.1	1.6	4.6	25th	12th	4.9
Finland ^{1,2,3,4}	8.0	3.0	3.3	6.2	18th	6th	8.8
France ^{1,2,3,4}	19.8	4.1	1.7	5.7	21st	9th	2.4
Germany ^{1,2,3,4}	7.6	3.4	2.4	5.6	23rd	11th	5.6
Greece ^{1,2,3,4}	12.3	4.4	3.7	8.0	9th	2nd	15.8
Hungary ^{1,3}	21.9	4.8	1.6	6.3	17th		2.0
Ireland ^{1,2,3,4}	8.5	4.3	3.1	7.2	14th	5th	8.0
Japan ¹	7.1	3.2	2.0	5.2	24th		8.3
Korea ¹	17.2	2.9	5.1	7.8	10th		10.9
Latvia ³	28.0	6.8	5.3	11.8			5.7
Lithuania ³	20.6	6.4	5.0	11.3			6.3
Mexico ¹	25.8	5.7	4.0	9.6	6th		3.0
Netherlands ^{1,2,3,4}	9.8	4.3	4.1	8.2	8th	1st	8.6
Norway ¹	10.9	3.8	3.4	6.9	15th		6.6
Poland ^{1,3}	26.9	6.0	3.1	9.0	7th		5.0
Portugal ^{1,2,3,4}	14.9	4.6	3.0	7.5	12th	3rd	5.7
Romania ³	27.7	5.6	4.5	9.9			4.6
Russia ⁴	6.2	2.4	2.3	4.6			2.8
Slovakia ^{1,3,4}	24.4	9.2	5.3	14.2	2nd		9.6
Slovenia ^{1,3,4}	10.0	1.9	1.8	3.6	26th		4.8
Spain ^{1,2,3,4}	9.7	3.3	2.5	5.8	19th	7th	8.8
Sweden ^{1,2,3}	10.4	3.5	2.3	5.8	20th	8th	7.0
Switzerland ¹	10.3	3.7	2.9	6.6	16th		10.2
Turkey ¹	11.3	6.3	6.0	11.9	4th		8.0
United Kingdom ^{1,2,3}	10.4	4.7	2.6	7.3	13th	4th	7.2
United States ¹	15.8	8.3	4.3	12.3	3rd		9.0
OECD average	15.1	4.9	3.5	8.2			7.2
EU-15 average	11.0	3.8	2.8	6.5			7.5
EU-27 average	15.3	4.6	3.1	7.6			6.6
EURO area average	12.4	4.1	3.1	7.1			7.7
BR(I)C average	27.3	5.5	9.2	14.5			9.2

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5 Brazil Russia China (BR(I)C) country

TABLE C - 'CULTURE': PERCEPTIONS OF GENERAL POPULATION

	Entrepreneurship is a good career choice Percentage in adult population	Success at entrepreneurship has high status Percentage in adult population	Supportive media coverage of entrepreneurs Percentage in adult population
Australia ¹	54	68	70
Belgium ^{1 2 3 4}	64	55	47
Brazil ⁵	86	86	82
Chile ¹	73	69	65
China ⁵	73	73	76
Czech Republic ^{1 3}	n/a	n/a	n/a
Denmark ^{1 2 3}	n/a	n/a	n/a
Finland ^{1 2 3 4}	46	83	67
France ^{1 2 3 4}	66	68	47
Germany ^{1 2 3 4}	55	78	50
Greece ^{1 2 3 4}	61	69	32
Hungary ^{1 3}	54	78	34
Ireland^{1 2 3 4}	46	83	56
Japan ¹	26	55	57
Korea ¹	61	67	62
Latvia ³	n/a	n/a	n/a
Lithuania ³	n/a	n/a	n/a
Mexico ¹	57	58	48
Netherlands ^{1 2 3 4}	83	67	62
Norway ¹	53	80	60
Poland ^{1 3}	73	64	58
Portugal ^{1 2 3 4}	n/a	n/a	n/a
Romania ³	68	69	57
Russia ⁵	65	65	55
Slovakia ^{1 3 4}	55	64	55
Slovenia ^{1 3 4}	54	70	45
Spain ^{1 2 3 4}	65	66	45
Sweden ^{1 2 3}	52	71	62
Switzerland ¹	n/a	n/a	n/a
Turkey ¹	n/a	n/a	n/a
United Kingdom ^{1 2 3}	52	81	47
United States ¹	n/a	n/a	n/a
OECD average	57	70	53
EU-15 average	59	72	52
EU-27 average	59	71	51
EURO area average	59	70	51
BR(I)C average	75	75	71

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2 Member of European Union - EU 15

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5 Brazil Russia China ('BR(I)C' country)

TABLE D - EXITS

	Entrepreneurs exited in the last 12 months and business discontinued Percentage in adult population	Entrepreneurs exited in the last 12 months and business continued Percentage in adult population
Australia ¹	2.7	1.7
Belgium ^{1 2 3 4}	0.4	1.0
Brazil ⁵	2.5	1.3
Chile ¹	4.9	1.9
China ⁵	3.7	1.6
Czech Republic ^{1 3}	1.9	0.8
Denmark ^{1 2 3}	1.5	0.8
Finland ^{1 2 3 4}	1.2	0.7
France ^{1 2 3 4}	1.6	0.6
Germany ^{1 2 3 4}	1.3	0.5
Greece ^{1 2 3 4}	2.4	0.5
Hungary ^{1 3}	1.6	0.7
Ireland^{1 2 3 4}	2.8	0.6
Japan ¹	0.6	0.1
Korea ¹	2.4	0.7
Latvia ³	2.1	1.0
Lithuania ³	1.5	1.5
Mexico ¹	3.1	1.9
Netherlands ^{1 2 3 4}	1.4	0.6
Norway ¹	1.4	1.2
Poland ^{1 3}	3.4	0.8
Portugal ^{1 2 3 4}	1.8	1.1
Romania ³	3.2	0.7
Russia ⁵	1.2	0.3
Slovakia ^{1 3 4}	4.5	2.5
Slovenia ^{1 3 4}	1.0	0.4
Spain ^{1 2 3 4}	1.5	0.7
Sweden ^{1 2 3}	2.4	0.7
Switzerland ¹	1.6	1.3
Turkey ¹	2.5	1.4
United Kingdom ^{1 2 3}	1.5	0.5
United States ¹	2.9	1.5
OECD average	2.1	1.0
EU-15 average	1.7	0.7
EU-27 average	2.0	0.8
EURO area average	1.8	0.8
BR(I)C average	2.5	1.1

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5 Brazil Russia China ('BR(I)C' country)

TABLE E - REASONS FOR EXITS

	Opportunity to sell the business Percentage of all entrepreneurs exiting	Business was not profitable Percentage of all entrepreneurs exiting	Problems getting finance Percentage of all entrepreneurs exiting	Found another job or business opportunity Percentage of all entrepreneurs exiting	Exit was planned in advance Percentage of all entrepreneurs exiting	Retirement Percentage of all entrepreneurs exiting	Reason of personal nature Percentage of all entrepreneurs exiting	Consequence of single incident Percentage of all entrepreneurs exiting
Australia ¹	10	15	4	28	7	5	20	10
Belgium ^{1,2,3,4}	26	0	25	16	0	18	10	0
Brazil ⁵	9	26	16	13	4	0	28	5
Chile ¹	2	20	24	12	6	1	27	8
China ⁵	2	21	24	11	8	2	30	2
Czech Republic ^{1,3}	5	23	12	18	5	7	28	3
Denmark ^{1,2,3}	9	26	7	14	2	12	30	0
Finland ^{1,2,3,4}	8	17	0	21	10	25	9	12
France ^{1,2,3,4}	3	22	21	4	0	11	33	6
Germany ^{1,2,3,4}	8	25	6	11	10	3	34	3
Greece ^{1,2,3,4}	1	66	7	4	0	5	15	2
Hungary ^{1,3}	3	35	31	10	0	7	12	3
Ireland ^{1,2,3,4}	7	60	6	9	2	4	12	0
Japan ¹	0	57	12	6	0	0	12	12
Korea ¹	3	45	25	3	0	2	14	8
Latvia ³	7	47	18	7	5	0	14	2
Lithuania ³	3	54	17	9	10	0	5	2
Mexico ¹	17	26	20	5	2	0	26	4
Netherlands ^{1,2,3,4}	2	43	11	9	0	2	30	2
Norway ¹	11	18	3	18	8	8	24	11
Poland ³	0	32	16	12	3	6	16	15
Portugal ^{1,2,3,4}	3	64	7	10	0	2	14	0
Romania ³	0	50	17	6	3	0	24	0
Russia ⁵	6	43	14	5	2	1	22	7
Slovakia ^{1,3,4}	4	42	10	14	2	5	15	8
Slovenia ^{1,3,4}	0	16	46	9	0	19	7	4
Spain ^{1,2,3,4}	5	52	14	5	2	4	16	3
Sweden ^{1,2,3}	11	29	3	16	18	7	15	1
Switzerland ¹	9	27	13	7	2	22	18	2
Turkey ¹	12	50	12	4	7	6	9	0
United Kingdom ^{1,2,3}	0	37	9	25	7	5	17	0
United States ¹	3	30	10	10	1	9	28	10
OECD average	6	34	14	12	4	8	19	5
EU-15 average	7	37	10	12	5	8	20	2
EU-27 average	5	37	14	12	4	7	18	3
EURO area average	6	37	14	10	3	9	18	4
BR/IC average	6	30	18	9	5	1	27	4

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2 Member of European Union - EU 15

3 Member of European Union - EU 27

4 Member of EURO

5 Brazil Russia China (BR/IC) country

TABLE F - MOTIVATIONS OF EARLY STAGE ENTREPRENEURS

	Opportunity entrepreneurs Percentage of all entrepreneurs	Necessity entrepreneurs Percentage of all entrepreneurs
Australia ¹	85	15
Belgium ^{1 2 3 4}	89	11
Brazil ⁵	69	31
Chile ¹	72	28
China ⁵	58	42
Czech Republic ^{1 3}	72	28
Denmark ^{1 2 3}	93	7
Finland ^{1 2 3 4}	79	21
France ^{1 2 3 4}	85	15
Germany ^{1 2 3 4}	80	20
Greece ^{1 2 3 4}	74	26
Hungary ^{1 3}	68	33
Ireland^{1 2 3 4}	69	31
Japan ¹	75	25
Korea ¹	58	42
Latvia ³	73	27
Lithuania ³	71	29
Mexico ¹	80	20
Netherlands ^{1 2 3 4}	90	10
Norway ¹	95	5
Poland ^{1 3}	51	49
Portugal ^{1 2 3 4}	82	18
Romania ³	58	42
Russia ⁵	72	28
Slovakia ^{1 3 4}	72	28
Slovenia ^{1 3 4}	87	13
Spain ^{1 2 3 4}	73	27
Sweden ^{1 2 3}	94	6
Switzerland ¹	88	12
Turkey ¹	67	33
United Kingdom ^{1 2 3}	82	18
United States ¹	78	22
OECD average	77	23
EU-15 average	82	18
EU-27 average	75	25
EURO area average	79	21
BR(I)C average	64	36

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2 Member of European Union - EU 15

3 Member of European Union - EU 27

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5 Brazil Russia China ('BR(I)C' country)

TABLE G - PRIMARY MOTIVATIONS OF EARLY STAGE ENTREPRENEURS

	Increasing income as primary motive	Being independent as primary motive	Mixed motivations	Non-opportunity (necessity or maintain income)
	Percentage of all entrepreneurs	Percentage of all entrepreneurs	Percentage of all entrepreneurs	Percentage of all entrepreneurs
Australia ¹	45	29	7	19
Belgium ^{1 2 3 4}	45	32	10	13
Brazil ⁵	21	25	22	33
Chile ¹	32	23	11	33
China ⁵	21	9	27	43
Czech Republic ^{1 3}	26	32	11	31
Denmark ^{1 2 3}	32	33	24	12
Finland ^{1 2 3 4}	33	35	5	27
France ^{1 2 3 4}	34	37	9	20
Germany ^{1 2 3 4}	18	41	12	29
Greece ^{1 2 3 4}	17	20	29	34
Hungary ^{1 3}	16	15	28	42
Ireland^{1 2 3 4}	20	18	24	38
Japan ¹	31	33	6	30
Korea ¹	22	15	18	45
Latvia ³	24	23	25	28
Lithuania ³	25	23	19	33
Mexico ¹	37	19	19	25
Netherlands ^{1 2 3 4}	24	42	18	16
Norway ¹	44	34	12	10
Poland ^{1 3}	16	16	15	53
Portugal ^{1 2 3 4}	45	15	14	27
Romania ³	25	10	18	47
Russia ⁵	24	19	26	31
Slovakia ^{1 3 4}	18	16	37	29
Slovenia ^{1 3 4}	26	29	26	19
Spain ^{1 2 3 4}	24	17	25	35
Sweden ^{1 2 3}	50	21	19	10
Switzerland ¹	25	40	16	20
Turkey ¹	28	19	15	38
United Kingdom ^{1 2 3}	27	21	29	23
United States ¹	34	28	9	29
OECD average	30	26	17	27
EU-15 average	31	28	18	24
EU-27 average	27	25	20	28
EURO area average	28	27	19	26
BR(I)C average	22	18	25	36

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2 Member of European Union - EU 15

3 Member of European Union - EU 27

4 Member of EURO

5 Brazil Russia China ('BR(I)C' country)

TABLE H - AGE OF EARLY STAGE ENTREPRENEURS

	Early stage entrepreneurs aged 18-24yrs As a percentage of adults in this age category	Early stage entrepreneurs aged 25-34yrs As a percentage of adults in this age category	Early stage entrepreneurs aged 35-44yrs As a percentage of adults in this age category	Early stage entrepreneurs aged 45-54yrs As a percentage of adults in this age category	Early stage entrepreneurs aged 55-64yrs As a percentage of adults in this age category	Early stage entrepreneurs aged 18-24yrs Percentage of early stage entrepreneurs	Early stage entrepreneurs aged 25-34yrs Percentage of early stage entrepreneurs	Early stage entrepreneurs aged 35-44yrs Percentage of early stage entrepreneurs	Early stage entrepreneurs aged 45-54yrs Percentage of early stage entrepreneurs	Early stage entrepreneurs aged 55-64yrs Percentage of early stage entrepreneurs
Australia ¹	5.9	13.6	11.4	11.6	8.2	9	29	24	23	14
Belgium ^{1,2,3,4}	4.7	9.8	7.1	2.8	3.7	11	35	30	11	12
Brazil ⁵	12.8	17.8	17.2	13.1	9.3	20	33	27	14	6
Chile ¹	16.6	29.8	25.9	23.4	17.2	13	33	28	18	9
China ⁵	20.6	28.7	26.4	21.9	18.3	13	27	31	19	10
Czech Republic ^{1,3}	10.4	9.1	9.2	6.9	3.3	19	28	26	18	9
Denmark ^{1,2,3}	3.5	4.8	6.6	5.0	2.5	11	20	33	25	11
Finland ^{1,2,3,4}	4.9	8.3	8.4	5.6	4.0	11	27	27	20	15
France ^{1,2,3,4}	3.3	9.2	7.1	5.5	2.4	8	33	29	21	8
Germany ^{1,2,3,4}	8.1	6.2	6.4	5.3	2.7	19	21	28	23	9
Greece ^{1,2,3,4}	5.1	9.0	11.8	5.8	6.7	10	27	33	15	15
Hungary ^{1,3}	5.6	7.1	8.2	7.0	2.8	15	25	26	26	8
Ireland^{1,2,3,4}	4.8	8.7	9.7	7.7	2.9	11	32	31	20	6
Japan ¹	4.0	4.7	5.4	6.3	5.2	9	19	24	24	24
Korea ¹	1.4	7.3	11.1	9.6	5.8	2	20	36	30	11
Latvia ³	14.2	18.8	11.8	8.8	4.8	20	36	21	16	7
Lithuania ²	18.6	15.8	10.2	8.3	3.8	28	30	20	17	6
Mexico ¹	6.3	10.5	13.3	9.5	6.4	14	29	33	17	7
Netherlands ^{1,2,3,4}	7.4	9.9	9.3	9.0	4.9	12	23	27	26	12
Norway ¹	1.7	7.2	9.9	8.1	5.7	4	22	34	25	16
Poland ³	6.1	13.9	11.2	8.2	4.0	10	38	24	19	9
Portugal ^{1,2,3,4}	6.0	10.9	7.9	6.4	5.0	12	35	24	18	11
Romania ³	7.9	14.6	9.4	10.2	4.6	14	38	18	22	7
Russia ⁵	3.9	6.6	6.0	3.9	1.5	14	34	26	20	5
Slovakia ^{1,3,4}	14.3	18.5	19.2	12.0	4.7	16	33	27	19	6
Slovenia ^{1,3,4}	3.9	5.1	4.6	2.5	2.3	13	31	28	15	13
Spain ^{1,2,3,4}	4.4	7.7	7.6	4.8	2.5	8	33	34	18	7
Sweden ^{1,2,3}	3.6	4.2	7.3	6.3	6.7	9	15	29	23	25
Switzerland ¹	3.9	5.6	7.5	9.2	5.1	8	20	29	30	13
Turkey ¹	8.0	16.2	13.2	12.4	3.0	12	39	26	20	3
United Kingdom ^{1,2,3}	6.8	8.8	8.7	6.9	4.8	15	25	27	21	12
United States ¹	9.3	15.2	14.3	12.6	8.9	12	26	25	24	14
OECD average	6.2	10.0	10.1	8.1	5.1	11	28	29	21	11
EU-15 average	5.2	8.1	8.2	5.9	4.1	11	27	29	20	12
EU-27 average	7.2	10.0	9.1	6.7	4.0	14	29	27	20	10
EURO area average	6.1	9.4	9.0	6.1	3.8	12	30	29	19	10
BR/IC average	12.5	17.7	16.6	12.9	9.7	16	31	28	18	7

1 Member of OECD

4 Member of EUJO

2 Member of European Union - EU 15

5 Brazil/Russia/China (BR/IC) country

3 Member of European Union - EU 27

TABLE I - EDUCATION LEVEL OF EARLY STAGE ENTREPRENEURS

	Early stage entrepreneurs with primary and/or some secondary education as highest qualification	Early stage entrepreneurs with secondary school as highest qualification	Early stage entrepreneurs with post-secondary education as highest	Early stage entrepreneurs with graduate education as highest qualification	Early stage entrepreneurs with post-secondary
	As a percentage of all adults in this education category	As a percentage of all adults in this education category	As a percentage of all adults in this education category	As a percentage of all adults in this education category	Percentage of all entrepreneurs
Australia ¹	7.9	7.1	12.3	12.0	71
Belgium ^{1 2 3 4}	3.8	3.3	6.5	5.7	68
Brazil ⁵	15.1	15.0	14.0	9.6	10
Chile ¹	18.2	20.3	28.2	25.4	48
China ⁵	23.3	22.5	24.9	8.3	39
Czech Republic ^{1 3}	4.2	9.4	7.8	10.6	20
Denmark ^{1 2 3}	2.6	4.7	3.7	7.9	72
Finland ^{1 2 3 4}	4.0	6.2	6.2	7.3	37
France ^{1 2 3 4}	2.6	4.8	7.2	11.7	54
Germany ^{1 2 3 4}	3.4	4.9	7.8	n/a	44
Greece ^{1 2 3 4}	3.6	7.4	8.7	10.8	57
Hungary ^{1 3}	0.7	6.9	7.5	7.2	38
Ireland^{1 2 3 4}	6.4	4.8	8.3	5.2	71
Japan ¹	4.7	3.0	5.8	10.8	75
Korea ¹	5.2	7.6	7.0	6.8	56
Latvia ³	5.2	10.5	15.8	15.2	48
Lithuania ³	7.3	8.0	12.2	n/a	80
Mexico ¹	5.3	9.3	8.1	3.2	43
Netherlands ^{1 2 3 4}	5.7	6.8	12.2	n/a	40
Norway ¹	6.1	5.0	7.6	8.1	63
Poland ^{1 3}	6.3	10.4	12.1	12.5	33
Portugal ^{1 2 3 4}	6.2	5.6	9.9	n/a	40
Romania ³	2.7	9.3	12.7	14.8	50
Russia ⁵	2.4	3.1	3.9	7.1	85
Slovakia ^{1 3 4}	10.1	18.0	13.9	22.4	17
Slovenia ^{1 3 4}	1.1	2.8	5.9	n/a	63
Spain ^{1 2 3 4}	4.2	6.0	6.2	7.7	57
Sweden ^{1 2 3}	4.6	3.1	8.8	n/a	69
Switzerland ¹	2.9	4.7	11.4	8.4	51
Turkey ¹	9.4	13.2	13.5	29.5	36
United Kingdom ^{1 2 3}	4.9	5.1	7.0	8.1	58
United States ¹	6.5	8.6	13.2	11.6	68
OECD average	5.4	7.3	9.5	11.1	52
EU-15 average	4.3	5.2	7.7	8.1	56
EU-27 average	4.5	6.9	9.0	10.5	51
EURO area average	4.6	6.4	8.5	10.1	50
BR(I)C average	13.6	13.6	14.2	8.3	45

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TABLE J - EMPLOYMENT STATUS AND HOUSEHOLD INCOME OF EARLY STAGE ENTREPRENEURS

	Early stage entrepreneurial activity by adults in employment Percentage in adult population	Early stage entrepreneurial activity by adults not working Percentage in adult population	Early stage entrepreneurial activity by students/retired Percentage in adult population	Household income in lowest third of population Percentage of all early stage entrepreneurs	Household income in middle third of population Percentage of all early stage entrepreneurs	Household Income in highest third of population Percentage of all early stage entrepreneurs
Australia ¹	12.3	3.2	0.8	12	38	50
Belgium ^{1 2 3 4}	5.9	1.4	1.1	20	35	46
Brazil ⁵	23.3	1.9	1.0	25	33	41
Chile ¹	28.7	6.9	4.2	23	29	48
China ⁵	29.3	6.8	3.2	29	30	42
Czech Republic ^{1 3}	9.6	5.6	0.9	13	30	57
Denmark ^{1 2 3}	5.7	2.1	0.3	34	23	42
Finland ^{1 2 3 4}	7.6	0.6	0.7	18	36	45
France ^{1 2 3 4}	7.1	2.8	1.5	36	26	38
Germany ^{1 2 3 4}	5.8	4.1	3.0	28	29	44
Greece ^{1 2 3 4}	n/a	n/a	n/a	0	0	0
Hungary ^{1 3}	8.1	6.2	1.6	23	28	49
Ireland^{1 2 3 4}	9.1	4.2	1.8	27	33	39
Japan ¹	6.5	2.3	1.7	34	28	38
Korea ¹	n/a	n/a	n/a	38	24	38
Latvia ³	12.7	3.9	3.2	14	29	57
Lithuania ³	13.7	3.6	2.2	24	23	53
Mexico ¹	14.2	3.0	1.3	29	37	34
Netherlands ^{1 2 3 4}	9.6	1.5	0.6	17	28	55
Norway ¹	7.8	4.4	1.2	26	25	49
Poland ^{1 3}	11.7	3.5	0.9	18	28	54
Portugal ^{1 2 3 4}	9.5	3.4	1.1	20	31	48
Romania ³	13.4	4.5	1.7	12	29	59
Russia ⁵	5.8	3.3	1.0	13	17	70
Slovakia ^{1 3 4}	17.2	7.1	1.6	17	30	52
Slovenia ^{1 3 4}	5.2	2.7	0.8	22	20	58
Spain ^{1 2 3 4}	8.1	3.4	0.7	21	28	51
Sweden ^{1 2 3}	6.7	0.8	0.6	15	32	52
Switzerland ¹	8.4	0.9	0.5	23	29	48
Turkey ¹	19.8	2.9	1.3	13	28	59
United Kingdom ^{1 2 3}	8.6	5.9	1.0	33	28	38
United States ¹	14.8	3.8	2.0	29	31	40
OECD average	10.3	3.4	1.3	24	29	47
EU-15 average	7.6	2.7	1.1	25	30	45
EU-27 average	9.2	3.5	1.3	22	29	49
EURO area average	8.5	3.1	1.3	23	30	48
BR(I)C average	19.5	4.0	1.8	22	27	51

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TABLE K - AGE OF ESTABLISHED OWNERS MANAGERS

	Established entrepreneurs aged 18-24yrs As a percentage of all adults in this age category	Established entrepreneurs aged 25-34yrs As a percentage of all adults in this age category	Established entrepreneurs aged 35-44yrs As a percentage of all adults in this age category	Established entrepreneurs aged 45-54yrs As a percentage of all adults in this age category	Established entrepreneurs aged 55-64yrs As a percentage of all adults in this age category	Established entrepreneurs aged 18-24yrs Percentage of all established entrepreneurs	Established entrepreneurs aged 25-34yrs Percentage of all established entrepreneurs	Established entrepreneurs aged 35-44yrs Percentage of all established entrepreneurs	Established entrepreneurs aged 45-54yrs Percentage of all established entrepreneurs	Established entrepreneurs aged 55-64yrs Percentage of all established entrepreneurs
Australia ¹	0.7	6.4	11.0	13.4	12.2	1	16	27	32	24
Belgium ^{1,2,3,4}	2.7	3.8	8.8	10.4	6.0	5	12	31	36	17
Brazil ⁵	2.1	11.0	14.2	21.7	19.8	4	24	27	28	16
Chile ¹	0.9	2.2	8.6	14.2	12.7	2	8	32	36	22
China ⁵	2.6	10.0	17.0	16.4	13.2	3	18	37	27	14
Czech Republic ^{1,3}	0.5	3.9	5.6	9.2	5.6	1	18	24	35	22
Denmark ^{1,2,3}	n/a	3.0	4.6	8.1	7.0	n/a	12	21	37	29
Finland ^{1,2,3,4}	0.9	4.2	12.0	12.8	11.0	1	10	27	33	29
France ^{1,2,3,4}	n/a	1.2	4.2	3.0	2.6	n/a	10	41	28	21
Germany ^{1,2,3,4}	0.4	3.3	8.2	6.0	7.9	1	11	36	26	26
Greece ^{1,2,3,4}	3.8	16.9	19.8	24.2	10.6	4	26	28	30	12
Hungary ^{1,3}	n/a	1.0	2.6	3.5	2.6	n/a	11	26	41	22
Ireland ^{1,2,3,4}	n/a	6.8	9.5	11.7	12.0	n/a	22	27	28	22
Japan ¹	n/a	2.7	7.7	10.7	15.9	n/a	7	22	26	46
Korea ¹	n/a	2.8	14.4	17.9	14.8	n/a	6	34	40	21
Latvia ³	0.3	4.2	8.4	8.2	6.1	1	17	32	32	19
Lithuania ³	2.0	4.0	8.1	10.0	6.0	5	14	28	38	16
Mexico ¹	0.7	1.7	4.6	6.0	3.1	5	15	36	34	11
Netherlands ^{1,2,3,4}	1.7	4.4	13.4	9.5	10.7	3	10	37	26	25
Norway ^{1,3}	1.0	3.4	7.2	9.5	10.6	2	10	26	31	31
Poland ^{1,3}	0.2	4.3	7.0	7.0	5.4	1	21	27	30	21
Portugal ^{1,2,3,4}	0.4	3.8	6.9	8.8	7.7	1	16	28	32	22
Romania ³	1.4	5.0	4.1	5.6	6.7	5	28	17	26	23
Russia ⁵	0.8	2.2	4.7	4.2	1.6	5	18	33	35	9
Slovakia ^{1,3,4}	1.9	6.8	12.9	15.3	10.0	3	18	27	35	18
Slovenia ^{1,3,4}	0.3	3.2	6.8	7.8	3.7	3	15	32	37	16
Spain ^{1,2,3,4}	1.0	4.3	10.7	13.3	11.8	1	12	31	33	22
Sweden ^{1,2,3}	1.2	4.2	5.5	10.7	11.8	2	12	18	32	35
Switzerland ¹	0.4	3.5	10.0	18.0	17.0	0	8	25	38	28
Turkey ¹	3.3	8.5	11.2	8.2	6.7	7	31	33	19	9
United Kingdom ^{1,2,3}	0.4	3.2	6.3	11.2	13.8	1	9	20	34	36
United States ¹	0.7	4.7	9.7	12.4	16.0	1	11	23	32	33
OECD average	1.2	4.4	8.8	10.9	9.6	2	14	28	32	24
EU-15 average	1.4	4.9	9.1	10.8	9.4	2	13	29	31	25
EU-27 average	1.2	4.6	8.3	9.8	7.9	2	15	28	32	23
EURO area average	1.5	5.3	10.3	11.2	8.5	2	15	31	31	21
BR(I)C average	1.9	7.7	12.0	14.1	11.5	4	20	32	30	13

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TABLE L - EDUCATION LEVEL AND HOUSEHOLD INCOME OF ESTABLISHED OWNER MANAGERS

	Established entrepreneurs with primary and/or some secondary education as highest qualification As a percentage of all adults in this education category	Established entrepreneurs with secondary school as highest qualification As a percentage of all adults in this education category	Established entrepreneurs with post-secondary education as highest qualification As a percentage of all adults in this education category	Established entrepreneurs with graduate education as highest qualification As a percentage of all adults in this education category	Household income in lowest third of population Percentage of all established entrepreneurs	Household income in middle third of population Percentage of all established entrepreneurs	Household income in highest third of population Percentage of all established entrepreneurs
Australia ¹	9.4	7.0	10.0	8.0	6	34	60
Belgium ^{2,3,4}	3.5	6.4	6.5	5.8	15	26	58
Brazil ⁵	7.2	11.1	13.1	16.3	16	39	45
Chile ¹	4.5	5.6	7.6	15.6	11	29	60
China ⁵	17.8	13.0	7.2	5.3	32	27	41
Czech Republic ^{1,3}	4.3	4.3	7.0	9.5	22	20	58
Denmark ^{1,2,3}	4.6	3.1	4.4	8.0	16	30	54
Finland ^{1,2,3,4}	7.8	8.7	8.7	8.2	11	39	50
France ^{1,2,3,4}	4.8	1.1	3.2	7.4	23	29	48
Germany ^{1,2,3,4}	4.5	4.3	7.8	n/a	18	24	58
Greece ^{1,2,3,4}	13.4	15.5	16.9	10.7	n/a	n/a	n/a
Hungary ³	n/a	1.8	2.0	4.8	14	31	55
Ireland^{1,2,3,4}	11.9	6.6	7.8	6.4	16	33	51
Japan ¹	6.8	7.3	8.7	3.9	33	33	34
Korea ¹	7.7	11.4	9.0	7.9	28	30	41
Latvia ³	2.0	4.7	8.4	7.0	17	32	51
Lithuania ³	1.4	1.8	7.8	n/a	19	26	55
Mexico ¹	3.8	1.6	2.0	0.8	17	42	41
Netherlands ^{1,2,3,4}	n/a	8.2	10.5	n/a	19	27	54
Norway ¹	n/a	6.9	4.8	9.2	17	26	57
Poland ³	3.2	5.7	4.9	7.5	19	34	46
Portugal ^{1,2,3,4}	5.5	1.2	7.1	n/a	12	30	58
Romania ³	0.5	4.8	5.3	7.9	15	23	62
Russia ⁵	0.8	1.9	2.4	4.7	9	22	69
Slovakia ^{1,3,4}	7.4	12.6	11.3	17.0	15	25	60
Slovenia ^{1,3,4}	4.8	4.0	6.1	n/a	15	23	62
Spain ^{1,2,3,4}	9.8	9.5	7.2	9.0	18	27	55
Sweden ^{1,2,3}	n/a	5.9	7.7	8.7	21	36	43
Switzerland ¹	6.6	8.9	13.2	8.3	23	36	41
Turkey ¹	9.3	8.2	7.7	9.2	11	23	66
United Kingdom ^{1,2,3}	4.2	4.0	7.8	5.4	21	26	53
United States ¹	4.4	5.1	9.0	12.1	15	27	58
OECD average	6.5	6.4	7.7	8.3	17	30	53
EU-15 average	7.0	6.2	8.0	7.7	17	30	53
EU-27 average	5.5	5.7	7.4	8.2	17	29	54
EURO area average	7.3	7.1	8.5	9.2	16	28	55
BR(I)C average	8.6	8.7	7.6	8.7	19	29	52

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TABLE M - ENTREPRENEURIAL TEAMS

	New Entrepreneurs			Established Owner-managers
	Nascent entrepreneurs Expected number of owners	New-firm entrepreneurs Number of owners	TEA entrepreneurs Number of expected or actual owners	Established owner-managers Number of owners
Australia ¹	2.2	2.1	2.2	1.6
Belgium ^{1 2 3 4}	1.7	2.2	1.9	1.8
Brazil ⁵	1.7	1.4	1.4	1.3
Chile ¹	1.9	2.0	2.0	1.8
China ⁵	1.6	1.6	1.6	1.4
Czech Republic ^{1 3}	1.8	1.8	1.7	n/a
Denmark ^{1 2 3}	2.1	1.5	1.9	1.6
Finland ^{1 2 3 4}	2.3	1.7	2.0	1.7
France ^{1 2 3 4}	2.2	2.0	2.1	2.1
Germany ^{1 2 3 4}	1.6	1.5	1.6	1.8
Greece ^{1 2 3 4}	1.9	1.8	1.9	1.5
Hungary ^{1 3}	2.0	2.2	2.1	2.0
Ireland^{1 2 3 4}	2.2	1.8	2.0	1.6
Japan ¹	2.2	1.6	2.0	1.9
Korea ¹	1.5	1.5	1.5	1.1
Latvia ³	2.1	1.9	2.0	1.7
Lithuania ³	1.8	1.9	1.8	1.9
Mexico ¹	1.6	1.4	1.5	1.2
Netherlands ^{1 2 3 4}	1.8	1.4	1.6	1.7
Norway ¹	2.0	1.9	2.0	2.2
Poland ^{1 3}	1.6	1.3	1.5	1.5
Portugal ^{1 2 3 4}	2.2	1.8	2.1	1.7
Romania ³	1.9	2.3	2.1	1.6
Russia ⁵	1.6	1.4	1.5	1.2
Slovakia ^{1 3 4}	1.8	1.7	1.8	1.6
Slovenia ^{1 3 4}	1.8	1.3	1.6	1.6
Spain ^{1 2 3 4}	2.0	1.6	1.8	2.3
Sweden ^{1 2 3}	1.9	2.1	2.0	2.0
Switzerland ¹	n/a	n/a	n/a	1.4
Turkey ¹	2.0	1.9	1.9	1.4
United Kingdom ^{1 2 3}	1.8	1.6	1.7	1.9
United States ¹	3.4	1.8	2.9	3.1
OECD average	2.0	1.7	1.9	2.5
EU-15 average	2.0	1.8	1.9	1.8
EU-27 average	1.9	1.8	1.9	2.7
EURO area average	2.0	1.7	1.8	1.8
BR(I)C average	1.6	1.4	1.5	1.3

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TABLE N - SECTOR OF ACTIVITY OF EARLY STAGE ENTREPRENEURS

	Extractive sectors⁶	Transformative sectors⁷	Business service sectors⁸	Consumer service sectors⁹	Active in high or medium technology sectors
	Percentage of all early stage entrepreneurs	Percentage of all early stage entrepreneurs	Percentage of all early stage entrepreneurs	Percentage of all early stage entrepreneurs	Percentage of all early stage entrepreneurs
Australia ¹	6	29	31	34	11.1
Belgium ^{1 2 3 4}	2	22	30	45	4.6
Brazil ⁵	2	29	12	57	1.4
Chile ¹	3	19	18	60	6.0
China ⁵	6	16	8	70	2.9
Czech Republic ^{1 3}	5	34	23	38	5.8
Denmark ^{1 2 3}	3	16	33	48	11.3
Finland ^{1 2 3 4}	10	23	31	36	6.3
France ^{1 2 3 4}	1	23	37	40	18.2
Germany ^{1 2 3 4}	3	27	25	45	12.6
Greece ^{1 2 3 4}	3	28	21	49	9.0
Hungary ^{1 3}	9	36	23	33	9.7
Ireland^{1 2 3 4}	7	23	34	36	11.0
Japan ¹	3	15	29	53	5.4
Korea ¹	2	20	17	60	1.5
Latvia ³	13	29	21	36	5.5
Lithuania ³	6	36	24	34	4.2
Mexico ¹	0	21	7	71	3.0
Netherlands ^{1 2 3 4}	3	18	34	45	4.7
Norway ¹	9	24	31	37	5.8
Poland ^{1 3}	4	47	21	28	6.2
Portugal ^{1 2 3 4}	2	29	25	43	6.1
Romania ³	16	26	25	32	5.1
Russia ⁵	4	33	9	53	2.0
Slovakia ^{1 3 4}	1	36	20	43	3.1
Slovenia ^{1 3 4}	2	24	34	40	12.3
Spain ^{1 2 3 4}	5	18	23	53	6.5
Sweden ^{1 2 3}	4	19	38	39	6.2
Switzerland ¹	5	19	29	47	3.8
Turkey ¹	4	28	14	54	2.9
United Kingdom ^{1 2 3}	3	17	43	37	10.2
United States ¹	4	22	31	43	6.5
OECD average	4	25	27	45	7.3
EU-15 average	4	22	31	43	8.9
EU-27 average	5	27	28	40	7.9
EURO area average	4	25	29	43	8.6
BR(I)C average	4	26	10	60	2.1

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6 Includes forestry, fishing, mining, quarrying.

7 Includes construction, manufacturing, transport, wholesale, utilities.

8 Includes finance, insurance, real estate, all business services.

9 Includes retail, motor, lodgings, restaurants, personal services, health, education, recreation.

TABLE 0 - INNOVATIVENESS OF EARLY STAGE ENTREPRENEURS

	Product/service is new to all customers Percentage of all early stage entrepreneurs	Product/service is new to some customers Percentage of all early stage entrepreneurs	Product/service is new to no customers Percentage of all early stage entrepreneurs	New business has no competitors Percentage of all early stage entrepreneurs	New business has few competitors Percentage of all early stage entrepreneurs	New business has many competitors Percentage of all early stage entrepreneurs	Business uses the very latest technology (less than 1 year) Percentage of all early stage entrepreneurs	Business uses new technology (1-5 years) Percentage of all early stage entrepreneurs	Business uses established technology (5+ years) Percentage of all early stage entrepreneurs
Australia ¹	11	30	59	12	48	40	6	26	68
Belgium ^{1,2,3,4}	16	18	66	3	48	49	15	20	64
Brazil ⁵	6	5	89	6	31	63	4	8	88
Chile ¹	48	42	10	11	51	39	16	27	56
China ⁵	11	49	40	2	18	80	7	22	70
Czech Republic ^{1,3}	16	43	41	5	38	56	18	29	53
Denmark ^{1,2,3}	25	33	33	16	52	32	8	16	76
Finland ^{1,2,3,4}	13	31	56	6	35	59	10	21	69
France ^{1,2,3,4}	11	43	47	6	44	50	10	30	60
Germany ^{1,2,3,4}	9	25	66	4	41	55	6	14	79
Greece ^{1,2,3,4}	15	28	57	6	38	55	17	24	59
Hungary ^{1,3}	9	38	53	14	42	44	8	16	76
Ireland^{1,2,3,4}	16	34	51	12	47	40	6	22	71
Japan ¹	7	29	64	6	27	67	9	19	73
Korea ¹	11	36	53	6	19	75	3	18	79
Latvia ³	12	40	48	6	43	51	6	22	72
Lithuania ³	15	22	63	13	33	54	11	23	66
Mexico ¹	10	34	57	5	38	57	5	8	87
Netherlands ^{1,2,3,4}	24	28	48	14	37	49	11	19	70
Norway ¹	4	31	65	13	36	51	9	17	74
Poland ³	22	52	25	6	38	56	4	20	76
Portugal ^{1,2,3,4}	9	23	68	14	32	53	11	22	67
Romania ³	9	34	57	16	40	44	18	31	52
Russia ⁵	12	17	71	6	30	64	3	11	86
Slovakia ^{1,3,4}	13	30	58	8	32	60	23	20	57
Slovenia ^{1,3,4}	10	41	49	8	38	55	6	22	72
Spain ^{1,2,3,4}	16	19	64	16	36	48	15	19	67
Sweden ^{1,2,3}	7	34	59	15	33	52	6	13	81
Switzerland ¹	15	30	55	9	48	43	3	18	79
Turkey ¹	39	29	32	15	25	60	10	19	72
United Kingdom ^{1,2,3}	15	36	48	13	55	33	6	23	72
United States ¹	17	28	55	16	45	39	9	21	70
OECD average	16	33	52	10	39	51	10	20	70
EU-15 average	15	30	55	11	42	48	10	20	70
EU-27 average	14	33	53	10	40	50	11	21	68
EURO area average	14	29	57	9	39	52	12	21	67
BR/IC average	10	24	66	5	26	69	5	14	81

1 Member of OECD

4 Member of EU/RO

2 Member of European Union - EU 15

5 Brazil Russia China (BR/IC) country

3 Member of European Union - EU 27

TABLE P - INTERNATIONAL ORIENTATION OF EARLY STAGE ENTREPRENEURS

	More than 50% of customers outside country Percentage in adult population	More than 50% of customers outside country Percentage of all early stage entrepreneurs	No customers outside country Percentage of all early stage entrepreneurs	1-25% customers outside country Percentage of all early stage entrepreneurs	26-75% customers outside country Percentage of all early stage entrepreneurs	76%-100% customers outside country Percentage of all early stage entrepreneurs
Australia ¹	1.3	12	23	62	8	7
Belgium ^{1 2 3 4}	1.5	26	20	43	21	16
Brazil ⁵	0.0	0	94	6	0	0
Chile ¹	1.7	7	38	48	10	4
China ⁵	0.2	1	87	12	1	1
Czech Republic ^{1 3}	0.8	10	11	69	11	8
Denmark ^{1 2 3}	0.9	19	55	23	10	12
Finland ^{1 2 3 4}	0.5	8	63	25	8	4
France ^{1 2 3 4}	0.6	11	43	42	9	7
Germany ^{1 2 3 4}	0.5	9	38	43	15	4
Greece ^{1 2 3 4}	0.8	10	45	39	10	6
Hungary ^{1 3}	1.0	16	39	32	19	10
Ireland^{1 2 3 4}	1.3	18	40	37	13	10
Japan ¹	0.4	7	53	36	9	2
Korea ¹	1.0	13	51	31	10	8
Latvia ³	2.2	18	30	40	20	10
Lithuania ³	1.6	14	33	44	14	9
Mexico ¹	0.0	0	78	21	1	0
Netherlands ^{1 2 3 4}	0.6	8	47	40	7	6
Norway ¹	0.6	9	58	28	8	5
Poland ^{1 3}	1.0	12	21	62	13	4
Portugal ^{1 2 3 4}	1.0	13	24	57	9	11
Romania ³	2.6	26	25	36	26	13
Russia ⁵	0.1	3	91	5	3	1
Slovakia ^{1 3 4}	2.0	14	30	52	11	8
Slovenia ^{1 3 4}	0.5	14	31	47	14	8
Spain ^{1 2 3 4}	0.2	4	77	16	4	4
Sweden ^{1 2 3}	0.7	11	36	48	10	5
Switzerland ¹	0.8	11	32	43	20	5
Turkey ¹	0.6	5	55	36	7	3
United Kingdom ^{1 2 3}	1.1	16	40	34	15	11
United States ¹	1.0	8	23	63	8	5
OECD average	0.9	11	41	41	11	7
EU-15 average	0.8	13	44	37	11	8
EU-27 average	1.1	14	37	41	13	8
EURO area average	0.9	12	41	40	11	8
BR(I)C average	0.1	1	90	8	1	1

1 Member of OECD

2 Member of European Union - EU 15

3 Member of European Union - EU 27

4 Member of EURO

5 Brazil Russia China ('BR(I)C' country)

TABLE Q - GROWTH ASPIRATIONS OF EARLY STAGE ENTREPRENEURS

	Any jobs now or any jobs expected in five years Percentage in adult population	Expect 20 or more jobs within 5 years Percentage in adult population	Any jobs now or any jobs expected in five years Percentage of all early stage entrepreneurs	Expect 5 or more jobs within 5 years Percentage of all early stage entrepreneurs	Expect 10 or more jobs within 5 years Percentage of all early stage entrepreneurs	Expect 20 or more jobs within 5 years Percentage of all early stage entrepreneurs
Australia ¹	8.9	1.8	85	40	27	17
Belgium ^{1,2,3,4}	4.1	0.3	72	16	7	6
Brazil ⁵	8.8	0.5	59	14	7	4
Chile ¹	20.2	3.6	85	40	27	15
China ⁵	23.0	5.2	96	44	27	22
Czech Republic ³	5.4	1.5	70	39	28	20
Denmark ^{1,2,3}	3.3	0.7	71	24	21	15
Finland ^{1,2,3,4}	3.9	0.5	63	18	11	8
France ^{2,3,4}	4.4	0.7	77	32	21	12
Germany ^{1,2,3,4}	3.9	0.5	70	22	15	8
Greece ^{1,2,3,4}	5.7	0.3	72	15	6	4
Hungary ^{1,3}	5.0	1.0	79	38	31	16
Ireland^{1,2,3,4}	5.2	1.5	71	40	29	20
Japan ¹	3.8	0.8	72	25	21	15
Korea ¹	6.5	0.7	83	23	12	9
Latvia ³	9.5	2.2	80	47	33	19
Lithuania ³	9.4	1.7	84	37	28	15
Mexico ¹	6.9	0.2	72	21	8	2
Netherlands ^{1,2,3,4}	6.1	1.0	75	22	15	12
Norway ¹	5.1	0.4	73	22	11	6
Poland ^{1,3}	7.2	1.7	79	43	30	19
Portugal ^{1,2,3,4}	5.2	0.8	69	20	13	11
Romania ³	8.5	2.0	86	45	35	20
Russia ³	3.5	0.6	76	34	21	12
Slovakia ^{1,3,4}	11.6	1.9	82	31	21	14
Slovenia ^{1,3,4}	3.0	0.3	81	44	23	8
Spain ^{1,2,3,4}	4.0	0.3	70	21	11	5
Sweden ^{1,2,3}	4.3	0.4	74	26	12	7
Switzerland ¹	4.5	0.2	68	16	10	4
Turkey ¹	9.8	2.6	83	44	31	22
United Kingdom ^{1,2,3}	4.5	0.6	62	27	13	9
United States ¹	9.8	2.1	80	32	25	17
OECD average	6.2	1.0	75	29	18	12
EU-15 average	4.6	0.6	70	24	15	10
EU-27 average	5.7	1.0	74	30	20	12
EURO area average	5.2	0.7	73	26	16	10
BR(I)C average	11.8	2.1	77	31	18	12

1 Member of OECD

4 Member of EURO

2 Member of European Union - EU 15

5 Brazil Russia China (BR(I)C country)

3 Member of European Union - EU 27

TABLE R - INFORMAL INVESTORS: RATES AND AMOUNTS

	Informal investors⁶ Percentage in adult population	Total invested in past 3 years EURO €
Australia ¹	3.8	36,000
Belgium ^{1 2 3 4}	3.8	38,000
Brazil ⁵	2.4	200
Chile ¹	16.1	8,000
China ⁵	9.2	12,000
Czech Republic ^{1 3}	6.8	12,000
Denmark ^{1 2 3}	3.2	45,000
Finland ^{1 2 3 4}	4.4	14,000
France ^{1 2 3 4}	4.6	21,000
Germany ^{1 2 3 4}	3.2	28,000
Greece ^{1 2 3 4}	3.7	47,000
Hungary ^{1 3}	4.7	3,000
Ireland^{1 2 3 4}	3.2	26,000
Japan ¹	1.2	21,000
Korea ¹	3.1	200
Latvia ³	7.1	6,000
Lithuania ³	6.1	10,000
Mexico ¹	5.6	2,000
Netherlands ^{1 2 3 4}	3.6	33,000
Norway ¹	4.9	71,000
Poland ^{1 3}	3.1	18,000
Portugal ^{1 2 3 4}	2.2	26,000
Romania ³	6.3	13,000
Russia ⁵	1.4	4,000
Slovakia ^{1 3 4}	7.8	42,000
Slovenia ^{1 3 4}	3.4	22,000
Spain ^{1 2 3 4}	3.6	23,000
Sweden ^{1 2 3}	8.7	16,000
Switzerland ¹	4.8	42,000
Turkey ¹	5.1	16,000
United Kingdom ^{1 2 3}	2.5	16,000
United States ¹	4.8	24,000
OECD average	4.7	33,000
EU-15 average	3.9	28,000
EU-27 average	4.6	23,000
EURO area average	4.0	29,000
BR(I)C average	4.4	6,000

1 Member of OECD

2 Member of European Union - EU 15

3 Member of European Union - EU 27

4 Member of EURO

5 Brazil Russia China ('BR(I)C' country)

6 Provided funds for a new business in the past three year

TABLE S - INTRAPRENEURSHIP

	Irish Adults		Employed Irish Adults	
	Active as an intrapreneur in past 3 years Percentage in adult population	Currently active as an intrapreneur Percentage in adult population	Active as an intrapreneur in past 3 years Percentage of employed population	Currently active as an intrapreneur Percentage of employed population
Australia ¹	6.2	5.0	9.0	7.3
Belgium ^{1 2 3 4}	9.4	8.6	13.5	12.3
Brazil ⁵	1.0	0.8	3.1	2.6
Chile ¹	3.5	2.6	12.9	9.8
China ⁵	2.1	1.7	4.8	4.0
Czech Republic ^{1 3}	3.8	3.2	6.3	5.2
Denmark ^{1 2 3}	15.1	9.2	20.7	12.6
Finland ^{1 2 3 4}	9.4	8.0	13.4	11.4
France ^{1 2 3 4}	4.7	3.9	7.5	6.1
Germany ^{1 2 3 4}	4.8	3.5	7.6	5.5
Greece ^{1 2 3 4}	1.6	1.3	4.9	3.8
Hungary ^{1 3}	3.9	2.6	7.8	5.2
Ireland^{1 2 3 4}	5.9	4.6	10.4	8.1
Japan ¹	3.4	3.1	5.6	5.2
Korea ¹	2.6	2.4	6.7	6.1
Latvia ³	3.0	2.2	5.0	3.6
Lithuania ³	4.9	3.4	8.1	5.6
Mexico ¹	0.9	0.8	2.3	2.0
Netherlands ^{1 2 3 4}	7.8	5.6	11.0	7.9
Norway ¹	n/a	n/a	n/a	n/a
Poland ^{1 3}	2.8	2.3	5.7	4.7
Portugal ^{1 2 3 4}	4.0	2.6	6.0	3.9
Romania ³	3.9	3.0	7.6	5.8
Russia ⁵	0.6	0.4	1.0	0.7
Slovakia ^{1 3 4}	3.4	2.7	6.5	5.2
Slovenia ^{1 3 4}	5.1	4.1	9.3	7.4
Spain ^{1 2 3 4}	2.7	2.5	6.0	5.5
Sweden ^{1 2 3}	16.2	13.5	22.2	18.4
Switzerland ¹	4.6	3.3	7.2	5.1
Turkey ¹	0.7	0.6	2.1	1.8
United Kingdom ^{1 2 3}	5.2	4.3	8.1	6.6
United States ¹	6.6	5.2	10.5	8.4
OECD average	5.4	4.2	8.9	7.0
EU-15 average	7.2	5.6	10.9	8.5
EU-27 average	5.9	4.5	9.4	7.2
EURO area average	5.4	4.3	8.7	7.0
BR(I)C average	1.2	1.0	3.0	2.4

1 Member of OECD

2 Member of European Union - EU 15

3 Member of European Union - EU 27

4 Member of EURO

5 Brazil Russia China ('BR(I)C' country)

TABLE T - GENDER: EARLY STAGE ENTREPRENEURS

	Men early stage entrepreneurs Percentage in male adult population	Women early stage entrepreneurs Percentage in female adult population	Men : Women Rate as a ratio
Australia ¹	12.6	8.4	1.5 : 1
Belgium ^{1 2 3 4}	6.9	4.5	1.5 : 1
Brazil ⁵	15.3	14.5	1.1 : 1
Chile ¹	26.3	21.0	1.2 : 1
China ⁵	25.7	22.4	1.1 : 1
Czech Republic ^{1 3}	11.0	4.2	2.6 : 1
Denmark ^{1 2 3}	6.3	2.9	2.2 : 1
Finland ^{1 2 3 4}	8.1	4.3	1.9 : 1
France ^{1 2 3 4}	8.6	3.0	2.9 : 1
Germany ^{1 2 3 4}	6.7	4.5	1.5 : 1
Greece ^{1 2 3 4}	10.1	5.8	1.7 : 1
Hungary ^{1 3}	8.3	4.4	1.9 : 1
Ireland^{1 2 3 4}	10.3	4.2	2.5 : 1
Japan ¹	7.2	3.2	2.3 : 1
Korea ¹	11.7	3.8	3.1 : 1
Latvia ³	15.7	8.3	1.9 : 1
Lithuania ³	15.6	7.2	2.2 : 1
Mexico ¹	10.9	8.5	1.3 : 1
Netherlands ^{1 2 3 4}	10.4	6.0	1.7 : 1
Norway ¹	9.6	4.2	2.3 : 1
Poland ^{1 3}	13.1	5.1	2.6 : 1
Portugal ^{1 2 3 4}	10.5	4.7	2.2 : 1
Romania ³	12.5	7.3	1.7 : 1
Russia ⁵	5.1	4.1	1.3 : 1
Slovakia ^{1 3 4}	20.3	8.1	2.5 : 1
Slovenia ^{1 3 4}	4.6	2.7	1.7 : 1
Spain ^{1 2 3 4}	7.1	4.5	1.6 : 1
Sweden ^{1 2 3}	7.1	4.5	1.6 : 1
Switzerland ¹	6.6	6.6	1 : 1
Turkey ¹	16.5	7.2	2.3 : 1
United Kingdom ^{1 2 3}	9.3	5.2	1.8 : 1
United States ¹	14.3	10.4	1.4 : 1
OECD average	10.5	5.8	1.8 : 1
EU-15 average	8.4	4.5	1.9 : 1
EU-27 average	10.1	5.1	2 : 1
EURO area average	9.4	4.8	2 : 1
BR(I)C average	15.4	13.6	1.1 : 1

1 Member of OECD

2 Member of European Union - EU 15

3 Member of European Union - EU 27

4 Member of EURO

5 Brazil Russia China ('BR(I)C' country)

TABLE U - GENDER: ESTABLISHED OWNER MANAGERS

	Men established entrepreneurs Percentage in male adult population	Women established entrepreneurs Percentage in female adult population	Men : Women Rate as a ratio
Australia ¹	12.3	5.8	2.1 : 1
Belgium ^{1 2 3 4}	9.4	4.1	2.3 : 1
Brazil ⁵	14.0	10.6	1.3 : 1
Chile ¹	9.4	4.7	2 : 1
China ⁵	15.1	10.2	1.5 : 1
Czech Republic ^{1 3}	8.2	2.2	3.8 : 1
Denmark ^{1 2 3}	7.5	2.3	3.2 : 1
Finland ^{1 2 3 4}	11.5	6.1	1.9 : 1
France ^{1 2 3 4}	3.3	1.5	2.1 : 1
Germany ^{1 2 3 4}	8.3	2.9	2.8 : 1
Greece ^{1 2 3 4}	21.8	9.7	2.2 : 1
Hungary ^{1 3}	2.7	1.3	2 : 1
Ireland^{1 2 3 4}	10.9	5.0	2.2 : 1
Japan ¹	12.8	3.8	3.3 : 1
Korea ¹	15.9	5.7	2.8 : 1
Latvia ³	7.9	3.6	2.2 : 1
Lithuania ³	8.9	4.0	2.2 : 1
Mexico ¹	3.2	2.9	1.1 : 1
Netherlands ^{1 2 3 4}	11.6	5.7	2 : 1
Norway ¹	9.9	3.3	3 : 1
Poland ^{1 3}	7.1	2.9	2.4 : 1
Portugal ^{1 2 3 4}	7.7	3.8	2 : 1
Romania ³	6.3	2.9	2.2 : 1
Russia ⁵	3.1	2.7	1.2 : 1
Slovakia ^{1 3 4}	13.7	5.6	2.4 : 1
Slovenia ^{1 3 4}	6.5	2.9	2.2 : 1
Spain ^{1 2 3 4}	12.5	5.2	2.4 : 1
Sweden ^{1 2 3}	8.7	5.3	1.6 : 1
Switzerland ¹	11.6	8.7	1.3 : 1
Turkey ¹	12.7	3.2	4 : 1
United Kingdom ^{1 2 3}	9.6	4.7	2 : 1
United States ¹	11.3	6.8	1.7 : 1
OECD average	10.0	4.5	2.2 : 1
EU-15 average	10.2	4.7	2.2 : 1
EU-27 average	9.2	4.1	2.3 : 1
EURO area average	10.7	4.8	2.2 : 1
BR(I)C average	10.7	7.8	1.4 : 1

1 Member of OECD

2 Member of European Union - EU 15

3 Member of European Union - EU 27

4 Member of EURO

5 Brazil Russia China ('BR(I)C' country)

TABLE V - GENDER: PERSONAL CONTEXT

	Know a recent entrepreneur ^a Men as a percentage of all men in adult population	Know a recent entrepreneur ^a Women as a percentage of all women in adult population	Opportunities in local area ⁷ Men as a percentage of all men in adult population	Opportunities in local area ⁷ Women as a percentage of all women in adult population	Skills & knowledge to start-up Men as a percentage of all men in adult population	Skills & knowledge to start-up Women as a percentage of all women in adult population	Fear of failure prevent start-up Men as a percentage of all men in adult population	Fear of failure prevent start-up Women as a percentage of all women in adult population
Australia ¹	33	26	51	45	59	35	39	49
Belgium ^{1,2,3,4}	32	19	50	34	55	33	37	47
Brazil ⁵	46	33	48	39	60	46	33	38
Chile ¹	41	34	60	53	68	56	26	35
China ⁵	68	68	50	48	48	39	34	35
Czech Republic ^{1,3}	28	20	28	20	48	30	34	46
Denmark ^{1,2,3}	44	30	49	44	45	24	39	45
Finland ^{1,2,3,4}	48	43	61	61	44	30	31	40
France ^{1,2,3,4}	51	36	40	30	48	29	37	51
Germany ^{1,2,3,4}	28	23	41	29	44	30	45	55
Greece ^{1,2,3,4}	34	28	11	11	56	43	65	70
Hungary ^{1,3}	32	25	15	13	51	29	40	49
Ireland ^{1,2,3,4}	45	34	28	23	55	36	37	46
Japan ¹	20	10	7	6	21	7	47	47
Korea ¹	31	21	14	8	34	19	39	41
Latvia ³	32	26	25	23	53	40	38	51
Lithuania ³	31	26	27	20	45	26	40	56
Mexico ¹	47	47	43	44	63	59	31	35
Netherlands ^{1,2,3,4}	39	28	51	44	53	31	33	41
Norway ¹	45	33	71	63	42	24	36	41
Poland ^{1,3}	46	32	35	31	64	40	47	61
Portugal ^{1,2,3,4}	28	21	20	14	55	39	46	53
Romania ³	35	24	37	35	49	34	37	48
Russia ⁵	40	36	27	27	38	29	42	51
Slovakia ^{1,3,4}	51	46	24	23	63	43	38	51
Slovenia ^{1,3,4}	41	33	21	15	59	43	35	44
Spain ^{1,2,3,4}	32	26	16	13	57	45	50	54
Sweden ^{1,2,3}	44	39	75	68	50	31	37	37
Switzerland ¹	31	24	47	48	48	36	31	40
Turkey ¹	32	18	38	27	54	30	23	30
United Kingdom ^{1,2,3}	35	28	37	30	52	33	43	49
United States ¹	29	25	38	34	64	47	36	39
OECD average	37	29	37	32	52	35	38	46
EU-15 average	38	30	40	33	51	34	42	49
EU-27 average	37	29	35	29	52	34	40	50
EURO area average	39	31	33	27	53	37	41	50
BR/IC average	51	45	42	38	49	38	36	41

1 Member of OECD

2 Member of European Union - EU 15

3 Member of European Union - EU 27

4 Member of EURO

5 Brazil Russia China (BRIC) country

6 Knows someone who has started a business in the past 2 years

7 Opportunities to start a business in the next six months (July 2011-December 2011)

APPENDIX 1: GLOBAL RESULTS

The GEM study includes a wider group of countries than those referenced in this report. GEM groups the participating countries into three levels: factor driven, efficiency driven and innovation driven. These are based on World Economic Forum's (WEF) Global Competitiveness Report, which identifies three phases of economic growth based on GDP per capita and the share of exports comprising primary goods.

The table below provides an overview of the results of the GEM 2011 research cycle which was carried out through surveying 140,000 individuals across the 54 countries involved, spanning diverse geographies and a range of development levels.

	Nascent entrepreneurship rate	New firm ownership rate	Early stage entrepreneurial activity (TEA)	Established business ownership rate
Factor-driven economies				
Algeria	5.3	4.0	9.3	3.1
Bangladesh	7.1	7.1	12.8	11.6
Guatemala	11.8	9.1	19.3	2.5
Iran	10.8	3.9	14.5	11.2
Jamaica	9.0	5.0	13.7	5.1
Pakistan	7.5	1.7	9.1	4.1
Venezuela	13.1	2.6	15.4	1.6
<i>average (unweighted)</i>	9.2	4.8	13.4	5.6
Efficiency-driven economies				
Argentina	11.8	9.2	20.8	11.8
Barbados	10.8	1.8	12.6	4.2
Bosnia and Herzegovina	5.4	2.8	8.1	5.0
Brazil	4.1	11.0	14.9	12.2
Chile	14.6	9.6	23.7	7.0
China	10.1	14.2	24.0	12.7
Colombia	15.2	6.7	21.4	7.5
Croatia	5.3	2.1	7.3	4.2
Hungary	4.8	1.6	6.3	2.0
Latvia	6.8	5.3	11.9	5.7
Lithuania	6.4	5.0	11.3	6.3
Malaysia	2.5	2.5	4.9	5.2
Mexico	5.7	4.0	9.6	3.0
Panama	12.0	9.1	20.8	6.0
Peru	17.9	5.4	22.9	5.7
Poland	6.0	3.1	9.0	5.0
Romania	5.6	4.5	9.9	4.6
Russia	2.4	2.3	4.6	2.8
Slovakia	9.2	5.3	14.2	9.6
South Africa	5.2	4.0	9.1	2.3
Thailand	8.3	12.2	19.5	30.1
Trinidad & Tobago	13.9	9.3	22.7	6.9
Turkey	6.3	6.0	11.9	8.0
Uruguay	11.0	6.0	16.7	5.9
<i>average (unweighted)</i>	8.4	5.9	14.1	7.2

continued over

	Nascent entrepreneurship rate	New firm ownership rate	Early stage entrepreneurial activity (TEA)	Established business ownership rate
Innovation-driven economies				
Australia	6.0	4.7	10.5	9.1
Belgium	2.7	3.0	5.7	6.8
Czech Republic	5.1	2.7	7.6	5.2
Denmark	3.1	1.6	4.6	4.9
Finland	3.0	3.3	6.3	8.8
France	4.1	1.7	5.7	2.4
Germany	3.4	2.4	5.6	5.6
Greece	4.4	3.7	8.0	15.8
Ireland	4.3	3.1	7.2	8.0
Japan	3.3	2.0	5.2	8.3
Korea	2.9	5.1	7.8	10.9
Netherlands	4.3	4.1	8.2	8.7
Norway	3.7	3.3	6.9	6.6
Portugal	4.6	3.0	7.5	5.7
Singapore	3.8	2.8	6.6	3.3
Slovenia	1.9	1.7	3.7	4.8
Spain	3.3	2.5	5.8	8.9
Sweden	3.5	2.3	5.8	7.0
Switzerland	3.7	2.9	6.6	10.1
Taiwan	3.6	4.4	7.9	6.3
United Arab Emirates	3.7	2.6	6.2	2.7
United Kingdom	4.7	2.6	7.3	7.2
United States	8.3	4.3	12.3	9.1
average (unweighted)	4.0	3.0	6.9	7.2

