

GEM Bulgaria

Sponsorship Packages



**Global
Entrepreneurship
Monitor
Bulgaria**

What is GEM?

The Global Entrepreneurship Monitor (GEM) is the foremost and largest ongoing study of entrepreneurial dynamics in the world.

Annual assessment of the entrepreneurial activity, aspirations and attitudes of individuals across a wide range of countries

Initiated in 1999 as a partnership between London Business School and Babson College

The first study covered 10 countries - Canada, Denmark, Finland, France, Germany, Israel, Italy, Japan, UK, USA

Since then over 100 National Teams from every corner of the globe have participated in the project, which continues to grow annually

The network of National Teams is home to over 500 experts in entrepreneurship research & the project has an estimated global budget of nearly USD \$9 million

Why is GEM unique?



GEM collects primary data on entrepreneurship.

- This distinguishes it from other indices.

GEM focuses on the individual entrepreneur.

- Most businesses start with a single individual, or a team of individuals.

GEM's approach is the same throughout the world.

- Facilitating detailed international comparisons.

GEM recognizes entrepreneurship as a process.

- Its measures capture all the different stages - from seeing an opportunity, making the first steps towards starting a business, nurturing a baby business and scaling it up.

GEM's historical global dataset is extremely comprehensive.

- Over 2m observations across over a hundred economies
- It is an invaluable resource for researchers and has made a significant academic contribution.

GEM is home to over 500 specialists in the field of entrepreneurship research

- An impressive global network of expertise.

GEM is able to track the informal entrepreneurial activity which official statistics do not capture.

- This is particularly prevalent in developing economies.

Why is GEM important?

Cross-country
comparison

GEM indices used
as targets for
improvement

Factors
influencing
entrepreneurship

Geographical
context of
entrepreneurship

Types of
entrepreneurship

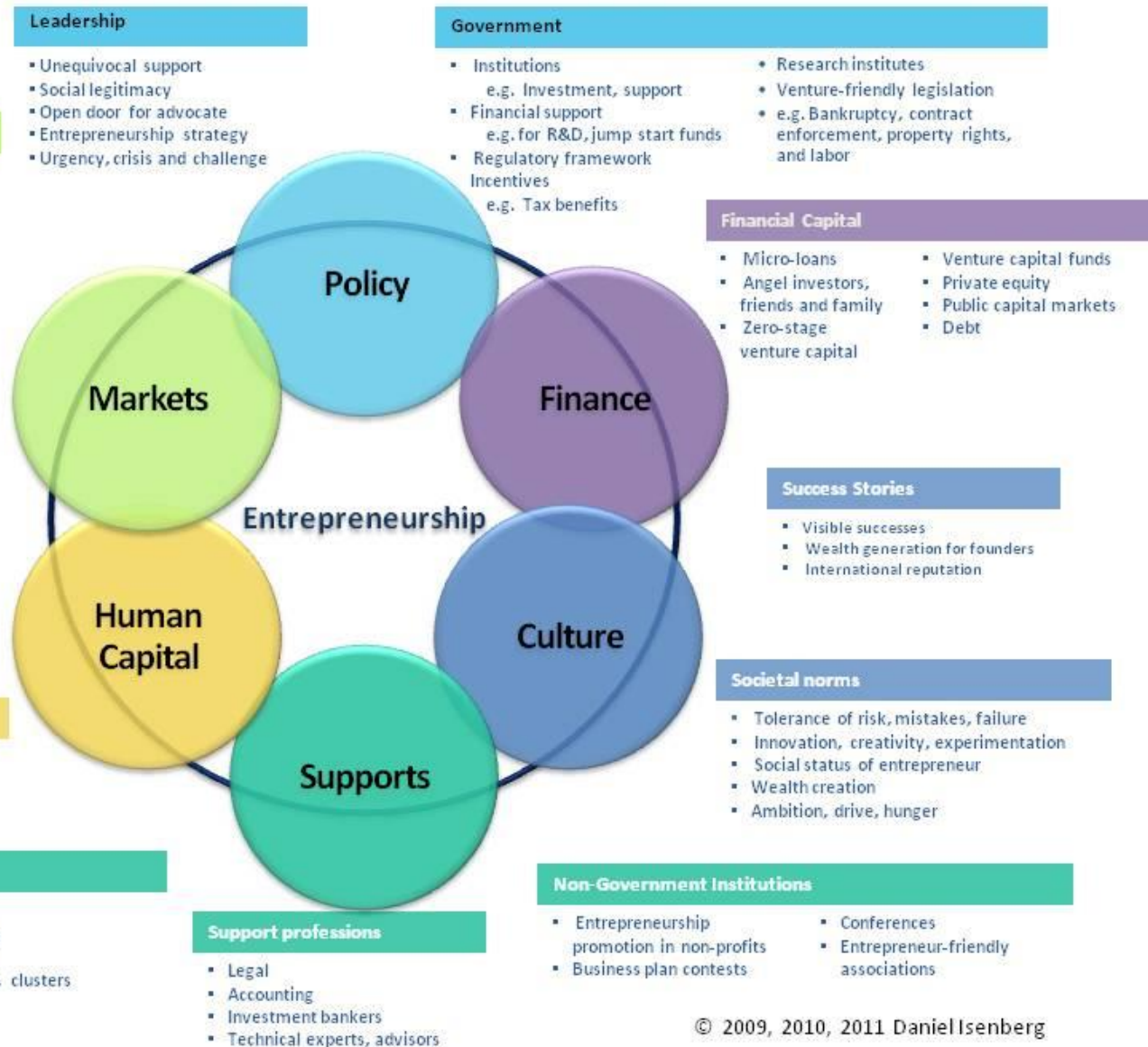
Insight into
national
entrepreneurship

Authority on
global
entrepreneurship

Individual level
datasets

Reports with
recommendations

Domains of the Entrepreneurship Ecosystem



Annual GEM reports



Global



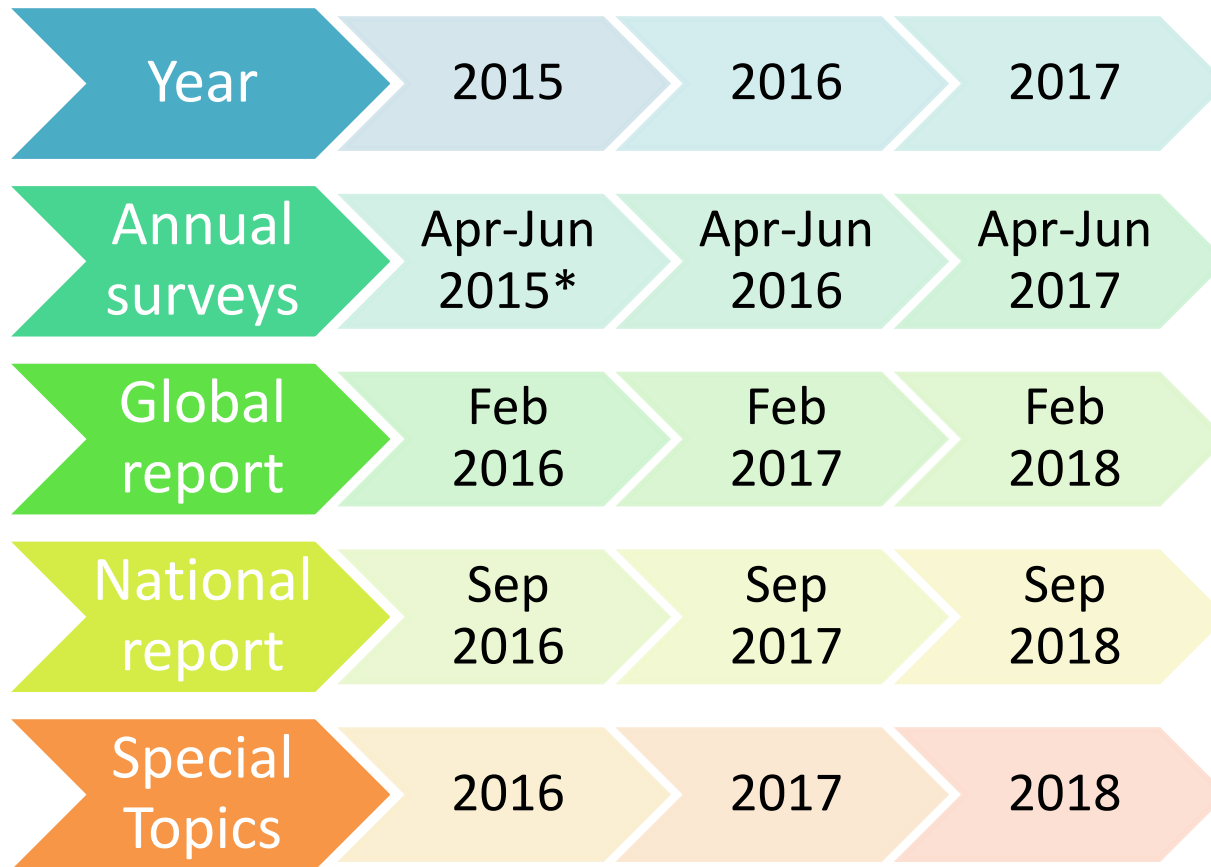
National
per country



Special
Topics



GEM cycle

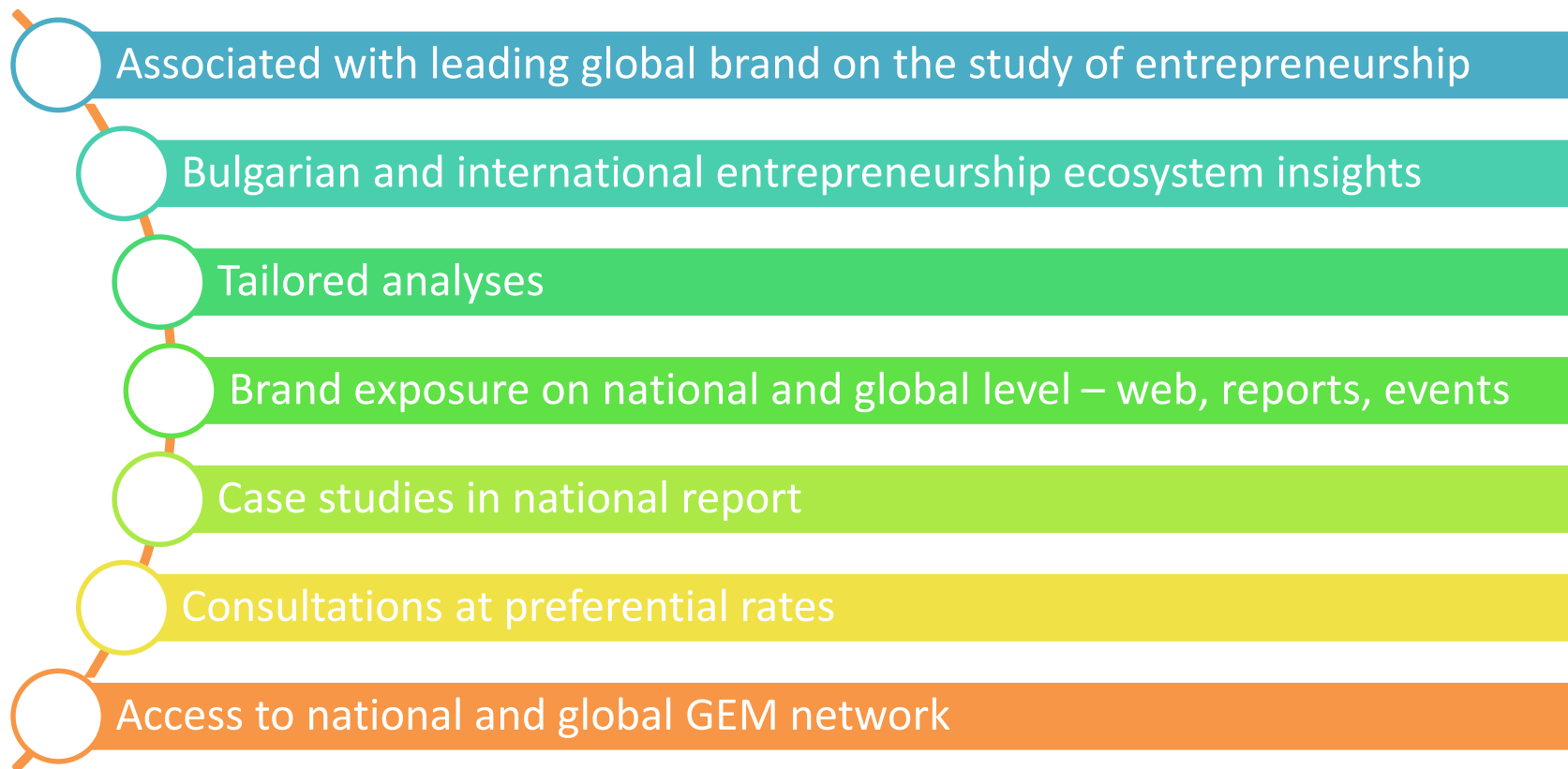


* Surveys for Bulgaria completed

Who uses GEM data & reports?

- ✓ Government bodies – SME, innovation, investment, labor and educational policies
- ✓ EU Operational programs
- ✓ Regulatory bodies
- ✓ Embassies
- ✓ Tax policy-makers and advisors
- ✓ Research institutes
- ✓ Legislators
- ✓ Angel investors
- ✓ Venture capital and private equity groups
- ✓ Mayors and regional bodies
- ✓ Debt agencies
- ✓ Culture shifters, visionaries
- ✓ Technological transfer companies
- ✓ Innovation hubs, technological parks
- ✓ Successful and practicing entrepreneurs
- ✓ Aspiring Entrepreneurs, incl social
- ✓ Media, social networks, bloggers
- ✓ Multinational corporations
- ✓ NGOs and think-thanks
- ✓ Pre-accelerators & Accelerators
- ✓ Conference organisers
- ✓ Youth organisations
- ✓ Universities
- ✓ Schools
- ✓ Students
- ✓ Legal advisors
- ✓ Accountancy and audit companies
- ✓ Financial institutions
- ✓ Scientists and IT industry
- ✓ Telecoms
- ✓ Transportation and logistic companies
- ✓ Chambers
- ✓ Clusters
- ✓ Energy holdings
- ✓ Entrepreneurship education organisations
- ✓ Entrepreneurship networks
- ✓ Diaspora networks

Benefits for the sponsor*



*Benefits vary from package to package

Sponsorship packages

Local

- Suitable for young or small local organisations, and municipalities

Regional

- Suitable for small and medium enterprises with regional markets, and regional bodies and associations

Country

- Suitable for medium and larger organisations with at least national coverage, including public and academic institutions

International

- Suitable for medium and larger organisations with few international markets

Global

- Suitable for medium and larger organisations with global markets, clusters, chambers and associations

Full details about the FIVE sponsorship packages could be accessed at <http://gemorg.bg/funding/sponsor-packages/>

Thank you!

Global Entrepreneurship Monitor Bulgaria

+359 87 6767 021

office@gemorg.bg

www.gemorg.bg