

2024 global entrepreneurship report published with Tec's participation



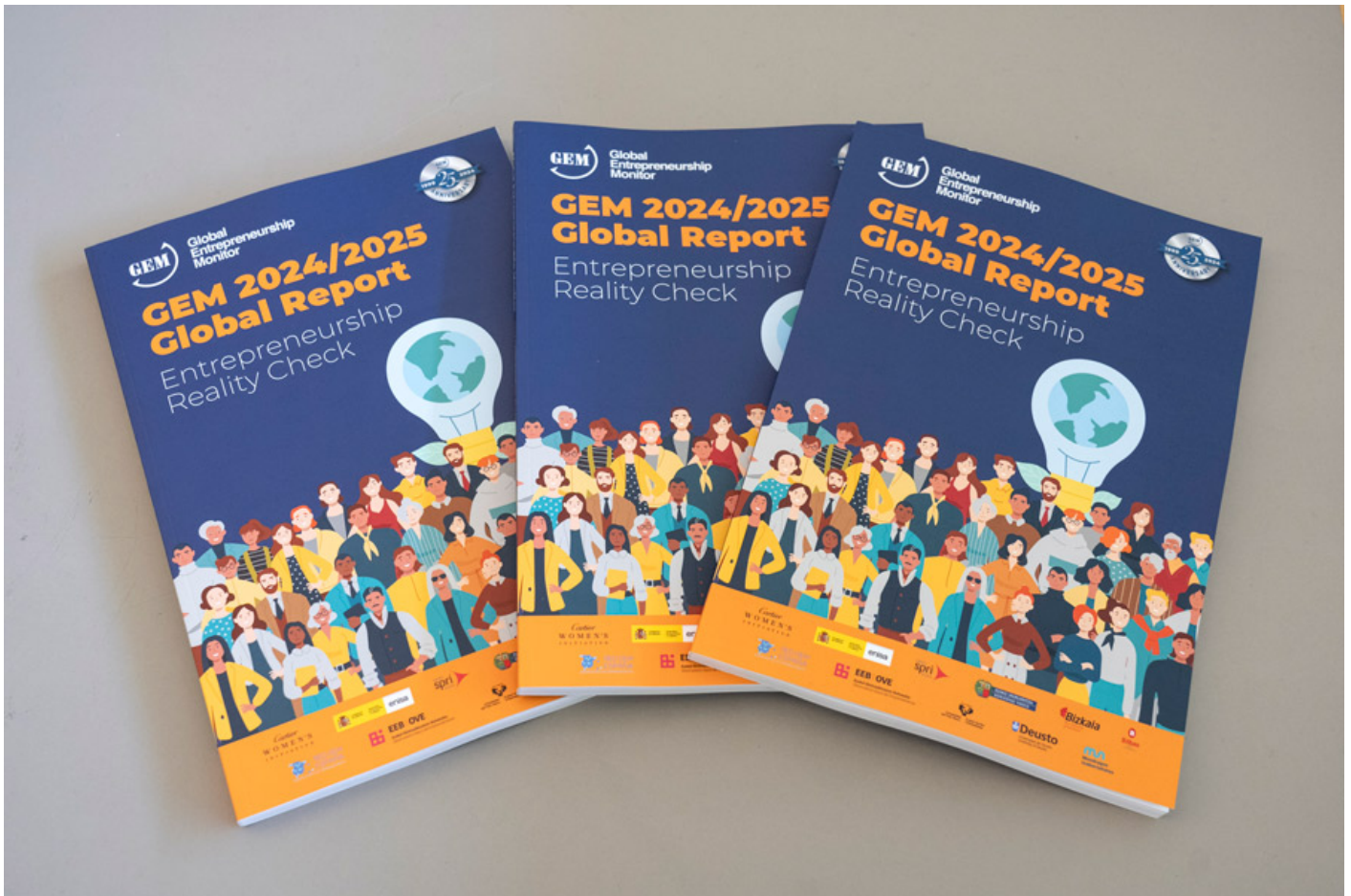
Most **Mexican entrepreneurs** start their businesses out of necessity, while around the world, the **fear of entrepreneurship failure** is on the rise.

These are some of the findings of the [Global Entrepreneurship Monitor \(GEM\) 2024/2025 Global Report](#), an annual study that analyzes the dynamics of the global entrepreneurial ecosystem, in which [Tec de Monterrey](#) has participated since 2001 through data collection and analysis.

What's more, in 2026, the Monterrey campus will host the launch of this report, said **José Manuel Aguirre**, Director of the Eugenio Garza Lagüera Institute of Entrepreneurship in Monterrey.

"It's a great opportunity to showcase the impact of entrepreneurship in Mexico and share the strategies we've developed in the country."

CONNECTA spoke to four of the research professors who participated in this year's edition to learn more about this year's findings.



/> width="900" loading="lazy"> Keys to understanding entrepreneurs

The **Global Entrepreneurship Monitor Global Report** is the most important academic study of entrepreneurial dynamics in the world.

It has taken place annually since 1999, and Mexico joined in 2001 through Tec de Monterrey, which collaborates in everything from data collection and analysis to event organization.

“GEM is unique in that it surveys entrepreneurial individuals, not just registered companies, which allows for a better understanding of the decisions and barriers they face,” said Ernesto Amorós, Associate Dean of Faculty at EGADE and former board member of GEM Global.

Some of the highlights from this edition include:

- **Fear of failure**

Globally, fear of failure has risen from 44% to 49% in one year.

- **Global leader in entrepreneurship**

Entrepreneurial leadership continues to be dominated by the United Arab Emirates.

- **Mexico, necessity entrepreneurship**

In Mexico, 81% of entrepreneurs say they started their business due to a lack of job opportunities.

“(This) reinforces the necessity entrepreneurship trend,” said Patricia Alonso, a researcher at the Tec’s School of Business.

- **Low AI adoption among new entrepreneurs**

Only 29% of early-stage entrepreneurs believe artificial intelligence will be key to their business, compared to 40% of established business owners.

“It’s remarkable that established businesses perceive AI as more important than new entrepreneurs,” explained Elvira Naranjo, Director of the Economics Department of the School of Social Sciences & Government on Monterrey campus.

- **Entrepreneurship: a career option in Mexico**

Another relevant finding is that 61% of the Mexican population view entrepreneurship as a desirable career path, and 62% know someone who has started a business in the last two years.

However, the conditions for entrepreneurship still present challenges: bureaucracy and limited government support are factors that hinder new business creation.

- **Entrepreneurial education**

Entrepreneurial education at the tertiary education level is one of the most highly rated areas, with a score of 5.26 out of 10, highlighting the role of universities in training entrepreneurs.

- **Digital tools in entrepreneurship**

The report also highlights that digital tools play a key role in entrepreneurship.

While 67.9% of early-stage entrepreneurs consider social media to be critical to their business, 54.1% of established business owners prioritize marketing as their primary customer communication tool.

Furthermore, following the publication of this report in February, each country, including Mexico, will publish its results:

According to Patricia Alonso, *“Mexico’s national report is currently being drafted and is expected to be ready in the coming months.”*

“It’s a great opportunity to showcase the impact of entrepreneurship in Mexico and share the strategies we’ve developed in the country.”

Tec to host launch of GEM 2026 Global Report

In 2026, **Tec de Monterrey’s Monterrey campus will host the launch of this report.**

The 2026 event in Monterrey will mark the 11th edition of the GEM Global Report.

Researchers, government leaders, and academics from around the world are expected to attend.

*“It will be a space for **discussion and collaboration**, where we can showcase initiatives such as our Innovation and Entrepreneurship District,”* Aguirre added.

During the event, the global report and its most relevant findings will be presented, and talks will be given on entrepreneurial ecosystem trends.



Tec's participation in the global entrepreneurship report

According to the research professors who participated in the study, Tec de Monterrey has been a key player in the Global Entrepreneurship Monitor (GEM) since 2001, when Mexico joined the project.

Its participation includes:

- * Leadership in the collection and analysis of data on entrepreneurial dynamics in Mexico.
- * Measuring entrepreneurial activity in the country, focusing on people and not just registered companies.
- * Applied research to generate evidence that helps improve public policies and strategies to support entrepreneurship.
- * Collaborating with both national and international experts, ensuring that the report's findings are relevant to different sectors.
- * Promoting entrepreneurial education, fostering the training of entrepreneurs through its academic programs.
- * Organizing key events, such as the global launch of the GEM Global Report.

25 years of GEM

The **Global Entrepreneurship Monitor (GEM)** is a consortium of national teams, primarily associated with top academic institutions, which conducts survey-based research on entrepreneurship around the world.

GEM is celebrating its 25th anniversary as this entrepreneurship study. It's the only global research

source that collects data on entrepreneurship directly from individual entrepreneurs.

By the numbers, GEM represents:

- 26 years of data
- 150,000+ interviews a year
- Present in 120+ economies
- 370+ specialists in entrepreneurship research
- 150+ academic and research institutions
- 150+ funding institutions

GEM started in 1999 as a collaboration between Babson College (USA) and London Business School (UK).

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