



6

Entrepreneurial Diversity Matrix

Chapter - 6

Entrepreneurial Diversity Matrix

6.1 Gender-wise Distribution of Early-stage Entrepreneurial Activity: A comparison of low- income economies

The data presented in figure 6.1 highlight the gender distribution of TEA across 12 low-income level economies. Ecuador has the highest TEA rates for both the men and the women at 34.8% and 32.0% respectively followed by Guatemala with figures of 26.2% for men and 21.4% for women. Countries like Armenia, Bosnia and Herzegovina and Brazil indicate more prominent gender gaps with TEA rates at 22.4% vs. 13.3%; 25.7% vs. 19.7% and 22.3% vs. 18.5% for males and females respectively. TEA scores emphasize the significant gender gap distribution across all economies. India stands at a TEA rate of 14.0% for males and 10.3% for females suggesting that cultural and contextual factors restrict women's participation in early entrepreneurial engagement. In countries like Morocco, the TEA rate is equal for both men and women at 12.5% indicating an equal opportunity recognition and risk-taking approach towards early entrepreneurial engagement among both genders. The figures across all the economies highlight more male entrepreneurial engagement than females which indicates limiting cultural and structural constraints among women planning to start new ventures.

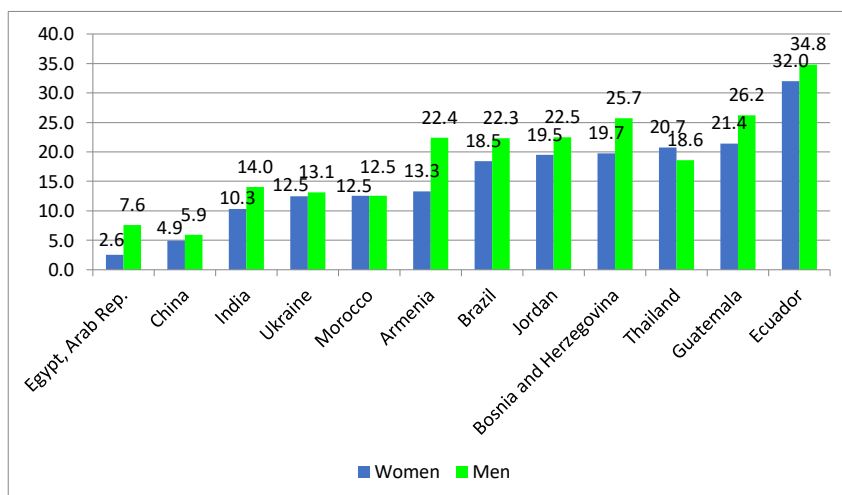


Figure 6.1 Gender-wise distribution of Early-stage Entrepreneurial Activity: A comparison of low-income economies

Source: GEM India Survey 2024–25

6.2 Gender-wise distribution of EBO: A Comparison of low-income economies

The data presented in figure 6.1 highlight the gender distribution of EBO across 12 low-income level economies. Guatemala has the highest EBO rates for the men at 18.7% compared to women followed by Brazil and Armenia at 16.8% and 14.1% respectively. These high EBO rates indicate high business ownership, sustainability and scalability among men in these countries. Countries like Egypt and Jordon indicate more prominent gender gaps with EBO rates at 5.9% vs. 0.6% and 6.8% vs. 2.5% for males and females respectively. Like the TEA scores, EBO scores also emphasize the significant gender gap distribution across all economies. These scores could be indicative of the fact that although women start their new ventures, very few of them are likely to sustain them for an extended period of time.

Likewise, India stands at an EBO rate of 7.9% for males and 4.1% for females suggesting that cultural and structural factors restrict women’s endurance in sustaining their new ventures after a startup phase. In countries like Morocco, the EBO rate is slightly equal for both men and women at 2.8% and 2.6% respectively indicating a balanced approach towards sustained business ownership among both genders. The figures across all the economies highlight more male entrepreneurial sustainability than females which indicates structural and economic restrictive forces acting as barriers to sustain their ventures.

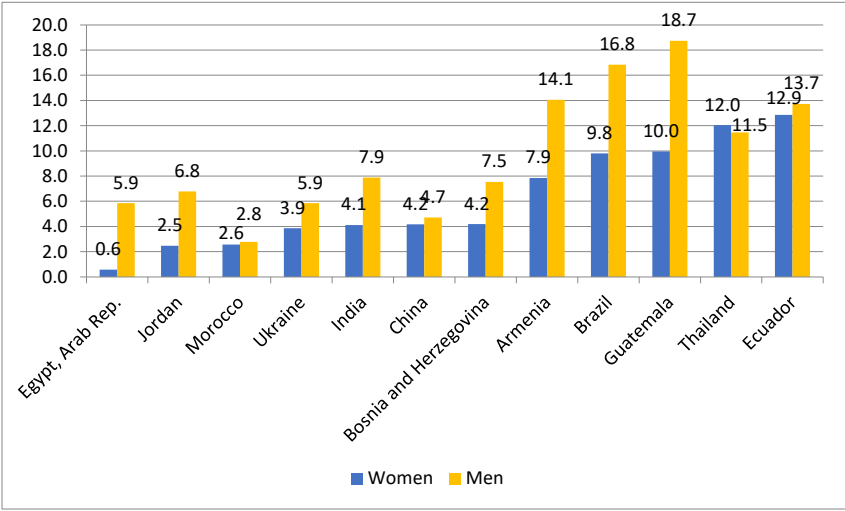


Figure 6.2 Gender-wise distribution of EBO: A Comparison of low-income economies

Source: GEM India Survey 2024-25

6.3 Gender Gaps in Entrepreneurial Activity across low-income level economies

Figure 6.3 indicates the absolute difference in TEA rates of males and females across

the 12 low-income economies. The findings emphasize that males across the economies participate more than females in starting new ventures. This gap highlights the domination of gender-based differences. Armenia, Bosnia and Herzegovina, Egypt and Guatemala are among the countries with the highest gender-based gaps, with gaps ranging from 6 to 8 percentage points. The significant difference indicates a poor entry of females into early-stage business activities which suggests that women face restrictions in entering entrepreneurship due to financial, cultural, family or situational factors. Thailand is the only country among these economies where the TEA gap is negative, suggesting that more female entrepreneurs participate in business compared to males. This further reflects more inclusive policies towards starting new ventures in Thailand.

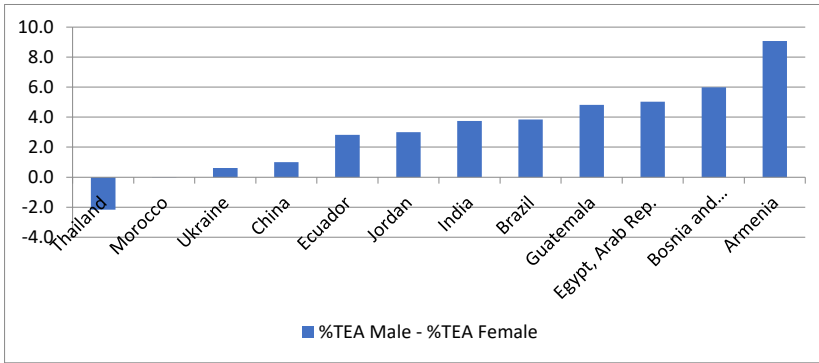


Figure 6.3 Gender Gaps in Entrepreneurial Activity ($TEA_m - TEA_f$)

Source: GEM India Survey 2024–25

6.4 Age-wise Gaps in Sustained Businesses Ownership across low-income level economies

Figure 6.4 presents a comparative analysis of the EBO rates between adults aged 35–64 and the broader 18–64 age group adding another layer to the analysis. As evident from the data below, the most significant age-related EBO gaps are found in countries such as Guatemala, Brazil and Ecuador with scores of 11.2, 10.2 and 8.8 respectively. This pattern reflects the impact of long-term experience, a strong network base and accessibility to required resources.

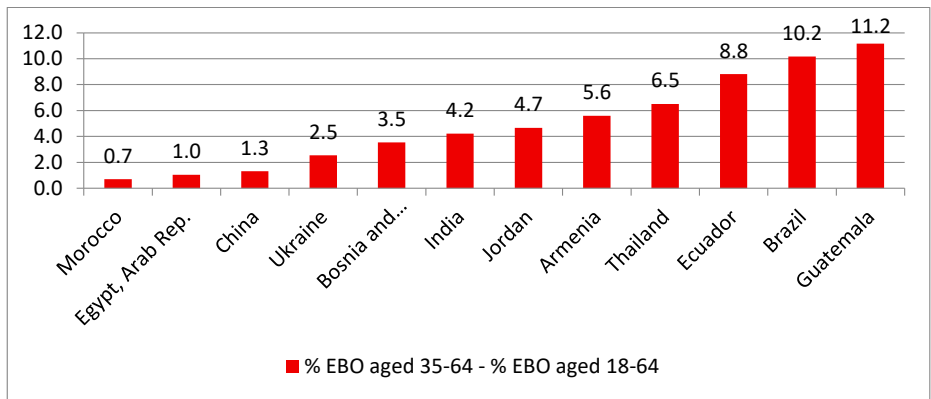


Figure 6.4 Age-wise Differences in EBO (% EBO aged 35-64 - % EBO aged 18-64)

Source: GEM India Survey 2024–25

6.5 Age-wise Patterns in Early-stage Entrepreneurial Activity

Figure 6.5 presents a comparative view of different age -group related patterns of entrepreneurial engagement among younger adults aged 18-34 and older adults aged 35-64. Countries like Ecuador, Bosnia and Herzegovina and Armenia exhibit higher TEA rates for younger adults compared to older adults with figures of 34.5% vs. 32.4%; 27.7% vs. 20.0% and 25.6% vs. 13.3% respectively. This indicates strong entrepreneurial endeavours and higher risk tolerance among younger adults in these countries. India exhibit TEA rates higher for older adults compared to younger adults with figures of 14.2% and 10.3% respectively. This trend highlights financial barriers, blockage in accessing resources and networks among younger adults who want to start their own businesses. Likewise, Thailand, Brazil and Guatemala are found to have neutral figures

for both populations with scores of 20.2% vs. 18.6%; 21.4% vs. 19.6% and 22.9% vs. 24.4% respectively reflecting an inclusive entrepreneurial ecosystem having access to opportunities to start their businesses. Countries like China and Egypt exhibit the lowest TEA percentages among their older and younger populations with figures of 4.1% and 4.0% compared to 7.9% and 6.0% respectively indicating different ethnic preferences.

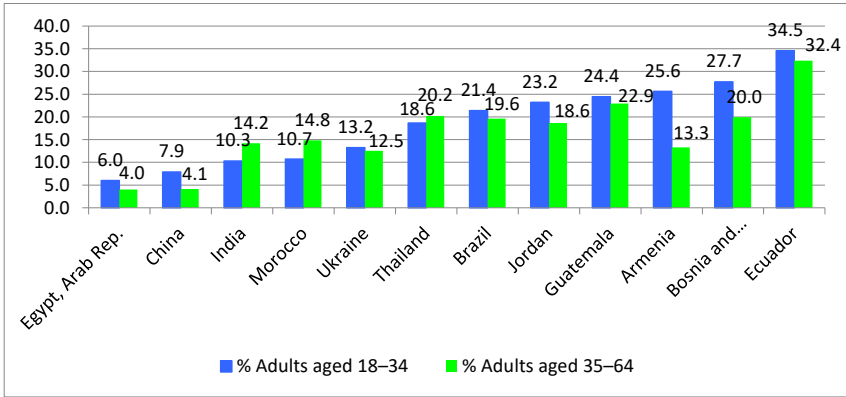


Figure 6.5 Age-wise patterns in TEA (% TEA aged 18-34 and % TEA aged 35-64)

Source: GEM India Survey 2024-25

6.6 Educational Attainment and Early-stage Entrepreneurial Activity: A Comparison across low-income level economies

The data presented in the figure 6.6 highlight the impact of educational attainment on early-stage entrepreneurial engagement across the low-income level economies. Guatemala, Bosnia and Herzegovina, Thailand and India indicate a higher percentage of TEA graduates compared to non-TEA graduates as evident from the figures of 32.7%, 29.8%, 27.7% and 19.9% respectively. These high scores indicate the impact of the facilitative role of education on the entrepreneurial mindset of early-stage entrepreneurs.

Countries like Ecuador, Brazil, Armenia and Morocco do not reflect the gap arising from

education between early-stage graduates and non-graduate entrepreneurs with nearly balanced scores of 33.9%, 20.2%, 19.8% and 13.2% respectively. This lack of a gap indicates that entrepreneurial motivation is driven either by purpose, necessity or lack of employment opportunities rather than educational background.

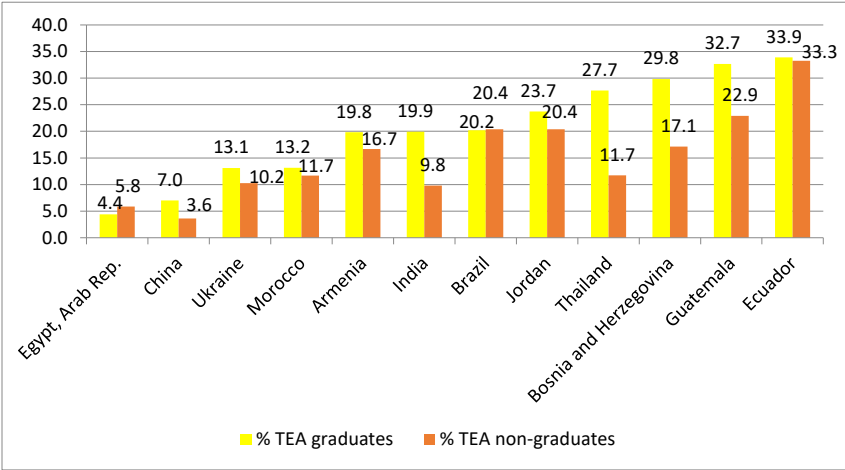


Figure 6.6 Educational Attainment (% of TEA Graduates and Non-Graduates): A Comparison Across low-income level economies

Source: GEM India Survey 2024–25

6.7 Diversity in Entrepreneurial Job Expectations and Innovation: Entrepreneurial Growth Expectations: Job Creation Outlook

Figure 6.7 illustrates the data, highlighting job growth expectations among entrepreneurs in low-income economies regarding the creation of new jobs over the next five years. In countries like Brazil, Thailand and Guatemala, 35.3%, 34.6% and 29% entrepreneurs expect to create six or more jobs over the next five years compared to 28.1%, 25.2% and 11.1% entrepreneurs who do not expect to create jobs. These numbers emphasize the entrepreneurial confidence, self-efficacy and motivation regarding their ability to become job creators in the future.

In India, 8.7% of entrepreneurs expect to create jobs compared to 55.5% who do not have any expectations of creating jobs in the next five years. Such indices reflect the low self-efficacy, confidence and limited financial resources and expectations of the Indian entrepreneurs to scale up their business ventures. Meanwhile, in countries like China and Ukraine, entrepreneurs have lower job expectations for employment generation with figures of 50.4% and 53.1% respectively indicating low motivation, financial and economic constraints.

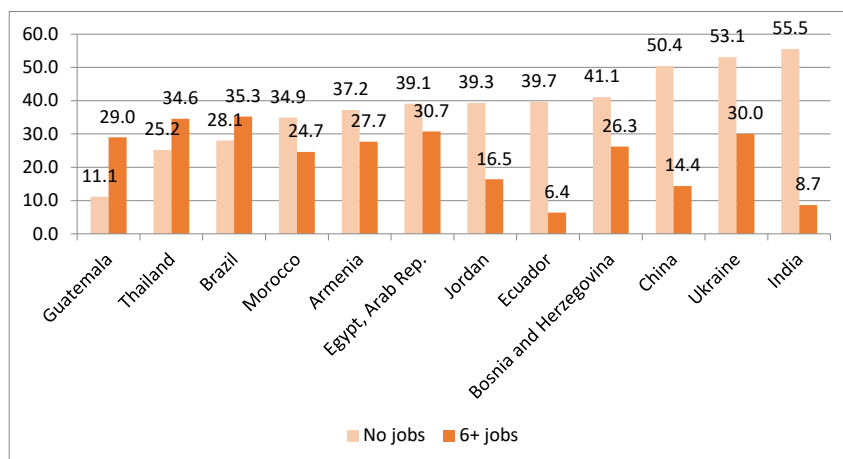


Figure 6.7 Entrepreneurial Growth and Expectations regarding the creation of new jobs over the next five years both as % TEA

Source: GEM India Survey 2024–25

6.8 Entrepreneurial Activity and Innovation Potential

Figure 6.8 presents a comparative view of TEA involved in starting new businesses with novelty and innovation. Thailand, Guatemala and Bosnia and Herzegovina represent the highest TEA rates for adults involved in starting businesses with novelty or innovation with figures of 47.7%, 42.0% and 34.6% respectively. This indicates a culture where innovation and creativity are reinforced or rewarded and market needs are identified in innovative ways. India stands at a TEA rate of 31.2% having a mid-range profile of early-stage businesses that focus on innovative ideas or concepts in their operations which are new to the world. This pattern identifies a more opportunity driven entrepreneurship approach rather than an innovation led approach.

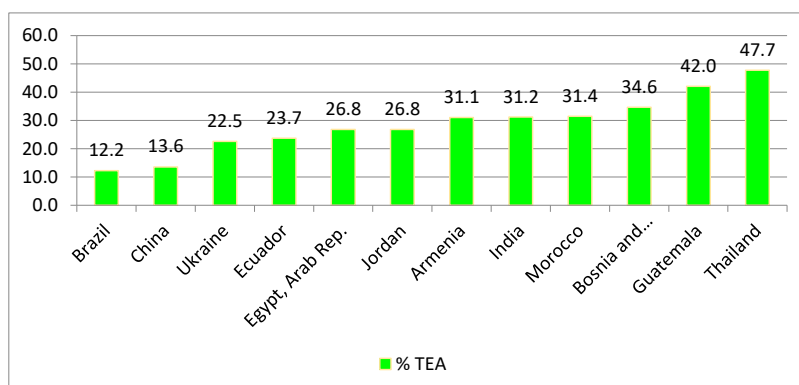


Figure 6.8 The percentage of adults starting new businesses with products or services that are new to their area, country or the world

Source: GEM India Survey 2024–25

6.9 Adoption of New Technology in Early-stage Entrepreneurship

Figure 6.9 below presents a comparative view of the percentage of adults who started new businesses with products that are new to the world. As evident in the graph below, Egypt, Armenia, Bosnia and Herzegovina and China are among the highest innovative business economies with products new to the world boasting figures of 2.6%, 2.6%, 2.2% and 2.2% respectively. These scores reflect the novelty and the innovation potential in early-stage business ventures in these economies. India has a TEA rate of 1.1% indicating a gap in the diffusion of novel business ideas among the early-stage entrepreneurs. This trend can be attributed to certain factors such limited resources and the integration and domination of replication-based ventures.

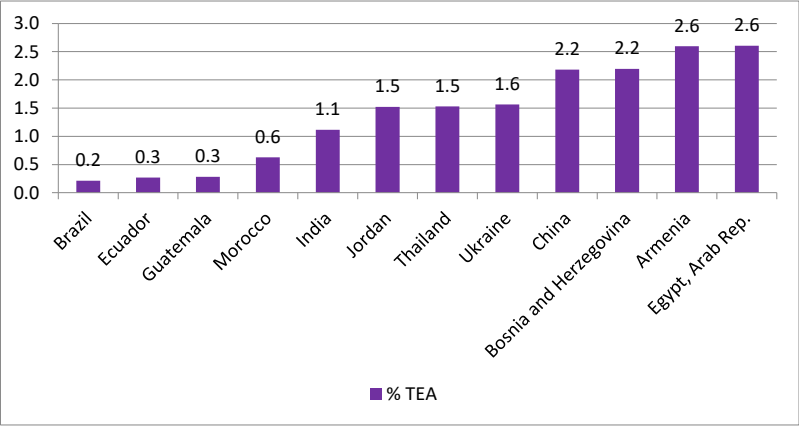


Figure 6.9 The percentage of those adopting new technology in Early-stage Entrepreneurship (% TEA)

Source: GEM India Survey 2024–25

Policy Focus

In India, the findings highlight the interventions targeted at creating gender-sensitive and growth-oriented policies. Policies should be designed in a way that enables younger entrepreneurs to benefit from support mechanisms that help shape, scale and design their ventures. Likewise, the role of education is also central to enhancing entrepreneurial competencies among early-stage entrepreneurs including access to finance and catering to the unique needs of different specific educational backgrounds. Promoting innovation, creativity and digital adoption can shift expectations from survival to growth, thereby having a macro-level impact.

References:

Global Entrepreneurship Monitor. (2025). GEM India Survey 2024–25. GEM India.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License (<http://creativecommons.org/licenses/by-nc-nd/4.0/>), which permits any noncommercial use, sharing, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if you modified the licensed material. You do not have permission under this license to share adapted material derived from this chapter or parts of it.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

