



GLOBAL  
ENTREPRENEURSHIP  
MONITOR



PRESENTACIÓN DEL REPORTE

# MONITOR GLOBAL DE EMPRENDIMIENTO

GUATEMALA 2015 - 2016

por:



**UFM**  
UNIVERSIDAD  
FRANCISCO  
MARROQUÍN

VERITAS • LIBERTAS • JUSTITIA



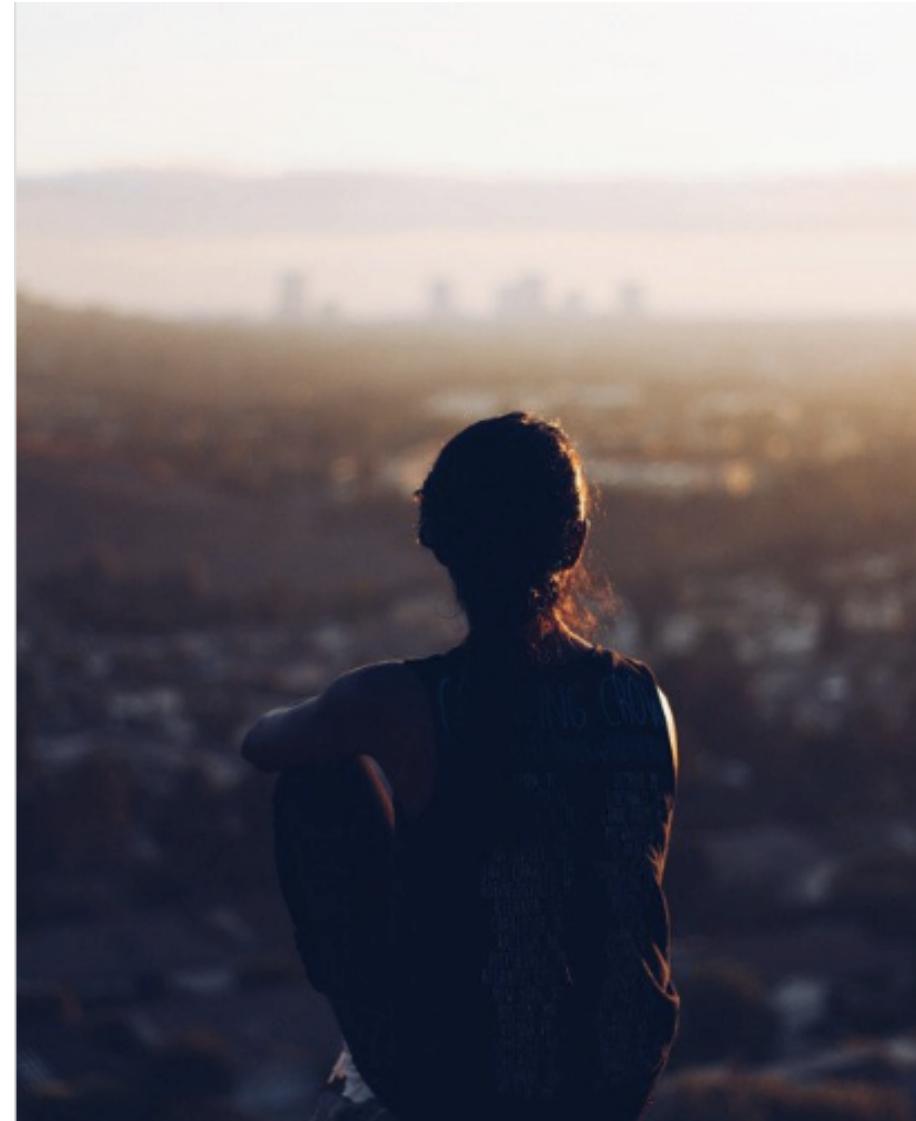
UNIVERSIDAD FRANCISCO MARROQUÍN

## **Mission:**

Nurture the knowledge of entrepreneurship and promote its practice by means of education, research, and community outreach.

## **Vision:**

To be a source of inspiration and knowledge, and a connection builder to promote entrepreneurship.



# Education

# Research

# Outreach

# Education



ENTREPRENEURSHIP  
MINOR

ENTREPRENEURSHIP  
AND BUSINESS  
COURSES



# Research



BIOGRAPHIES OF  
ENTREPRENEURS





# Outreach



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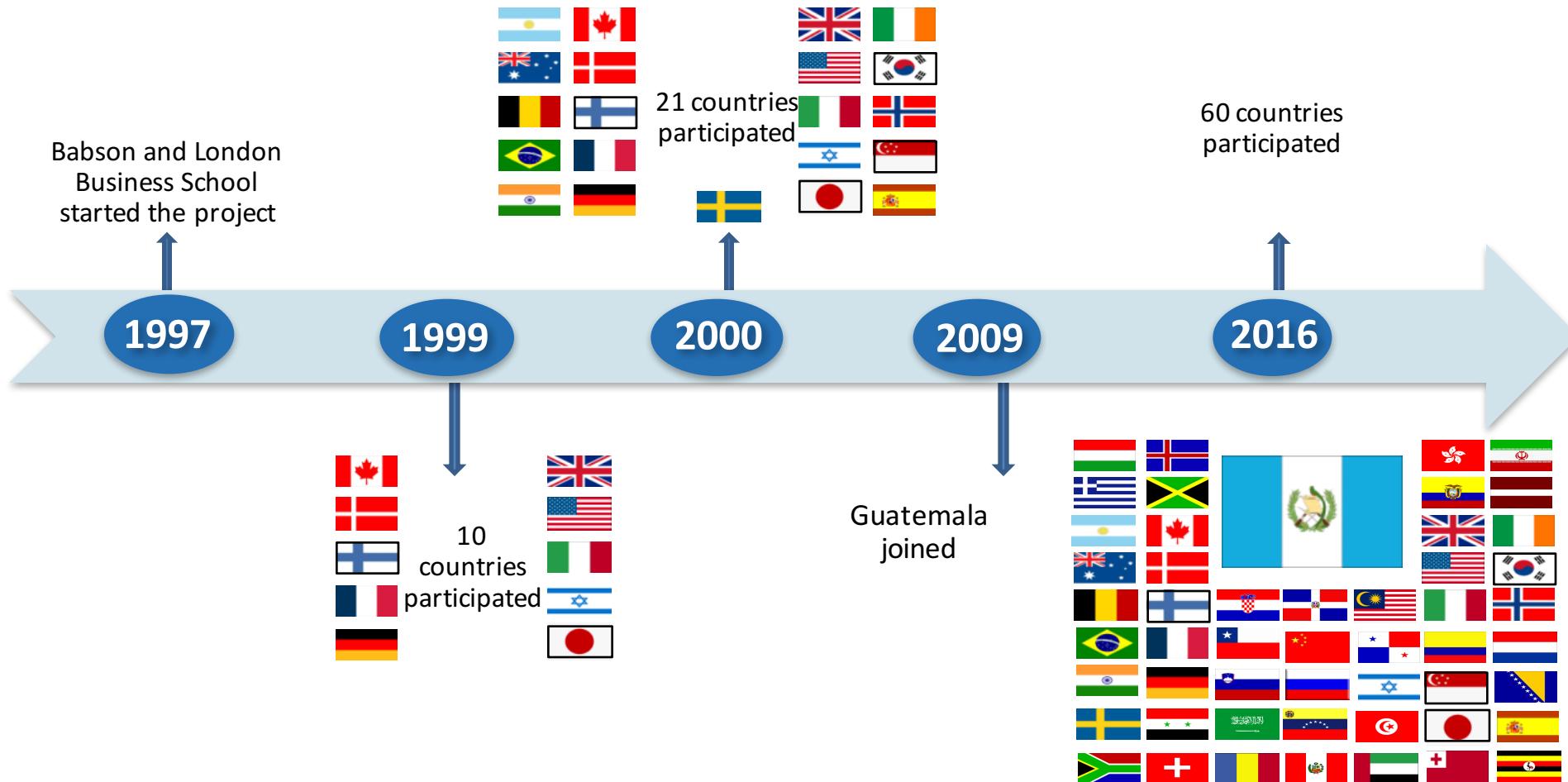
# Global Entrepreneurship Monitor GEM

GEM is the biggest research effort on global entrepreneurship which describes the attitudes, activities and aspirations about the entrepreneurial venture.

60 countries participated in 2015, representing 72.4% of the world's population and 90% of the world's GDP.



# GEM History





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# Methodology

# Instruments used to collect **information**



## **ADULT POPULATION SURVEY (APS):**

Representative of the entire country.



Over 2,000 households surveyed in 179 municipalities over 340 in the country.



## **NATIONAL EXPERTS SURVEY (NES):**

NES is a measure of perceptions of 36 experts about the context in which the entrepreneurship develops.



Direct interviews in nine specific areas.



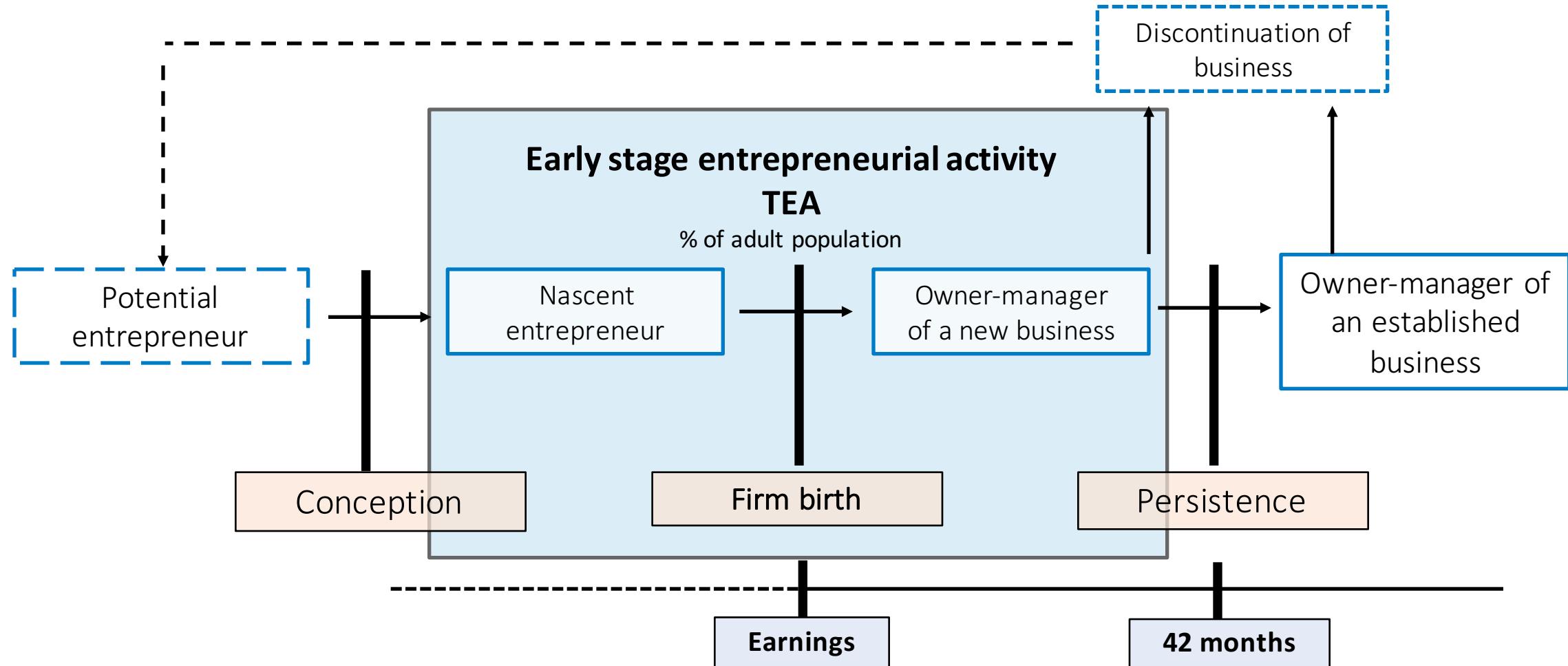
## Globally standardized methodology



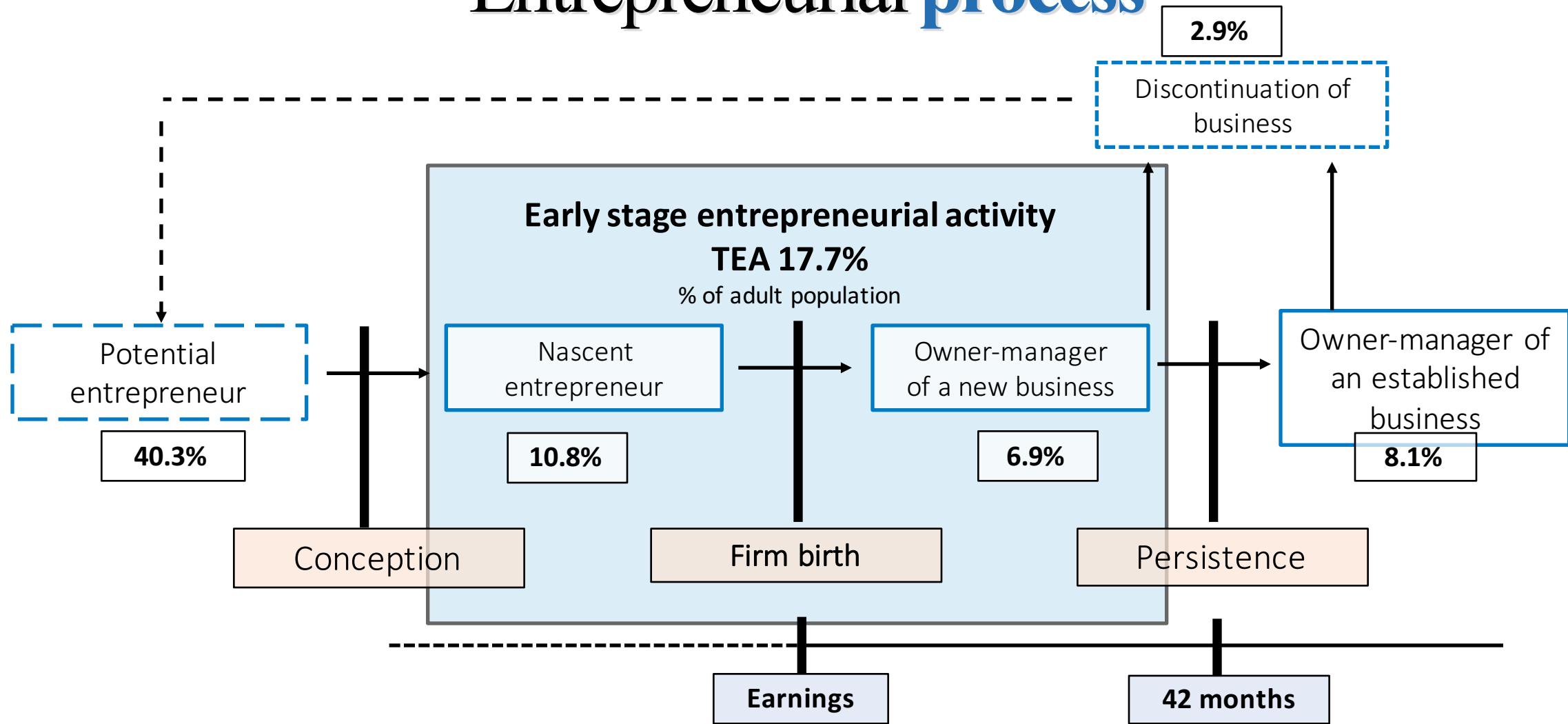
# Entrepreneur

Person between 19-64 years old who  
is the owner and manager of a  
business.

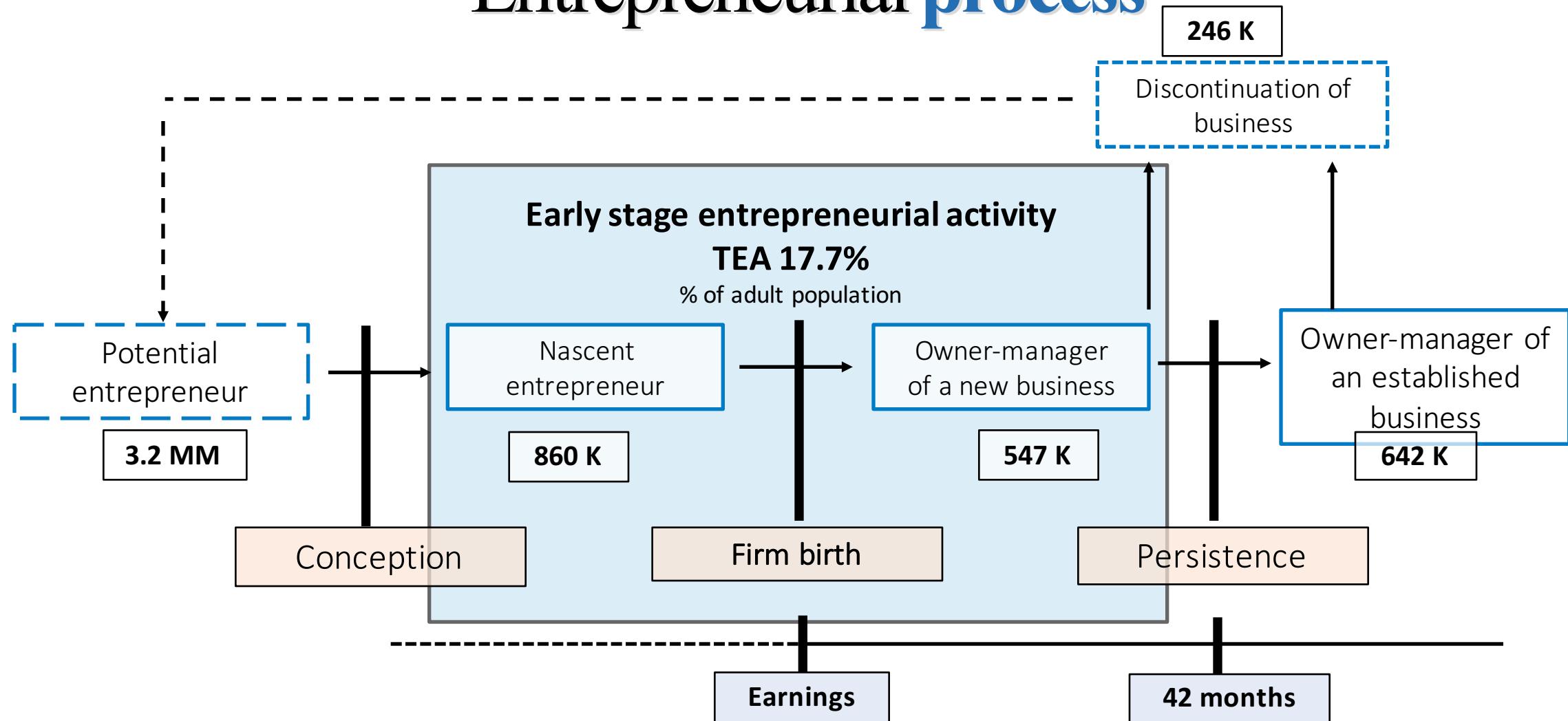
# Entrepreneurial process



# Entrepreneurial process



# Entrepreneurial process

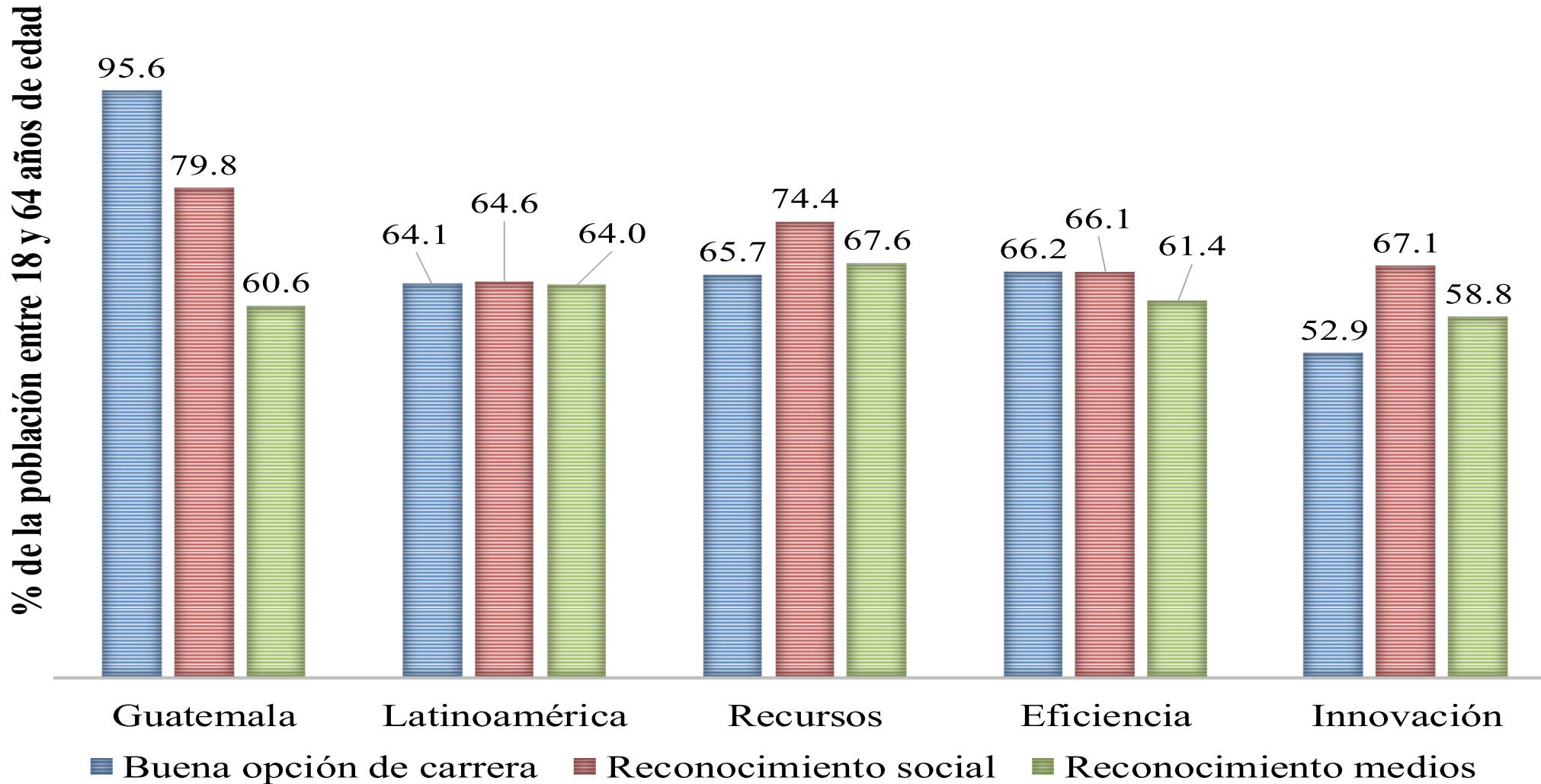




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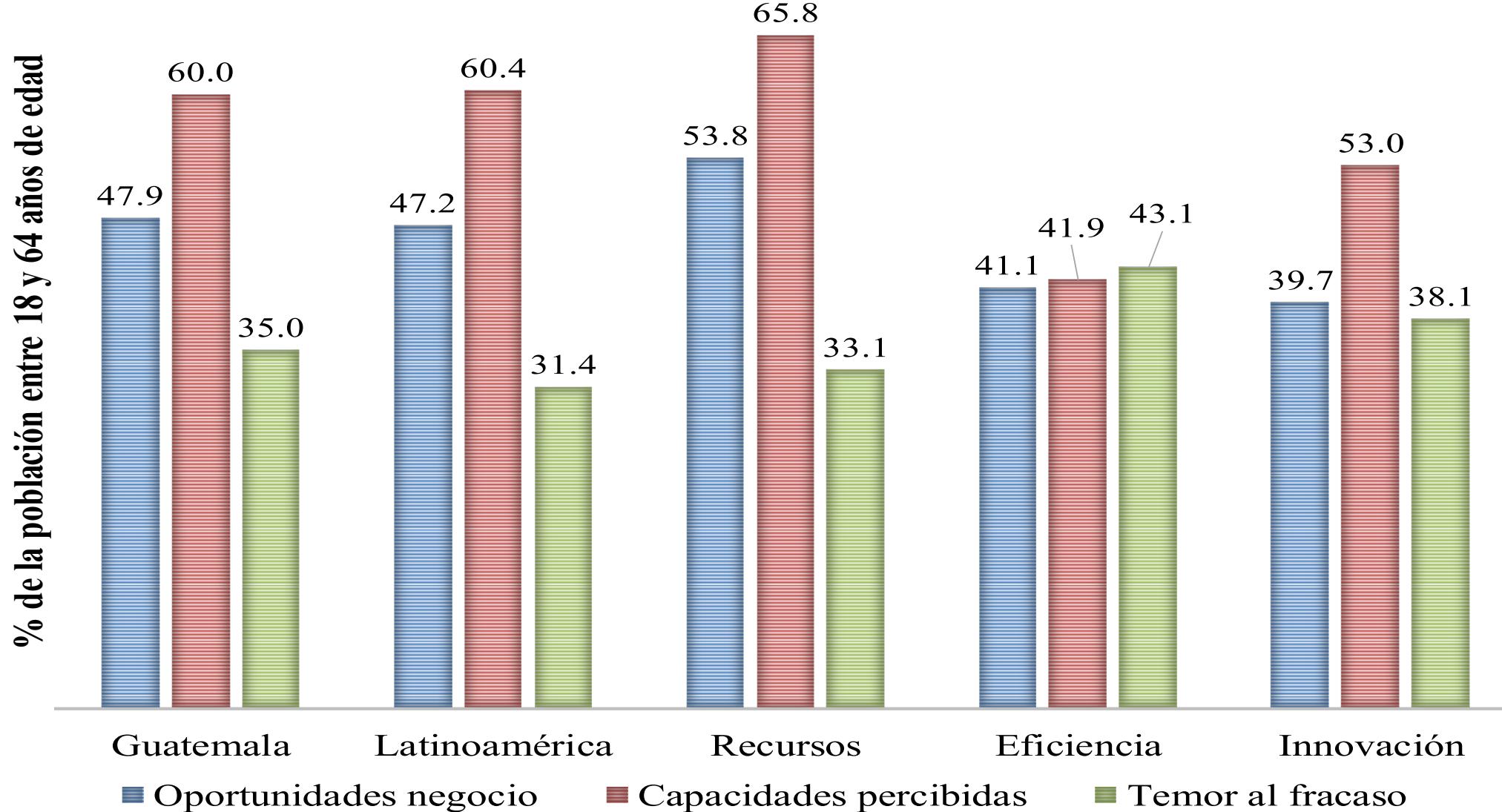
# Guatemala compared with other economies

# Entrepreneurial Perceptions



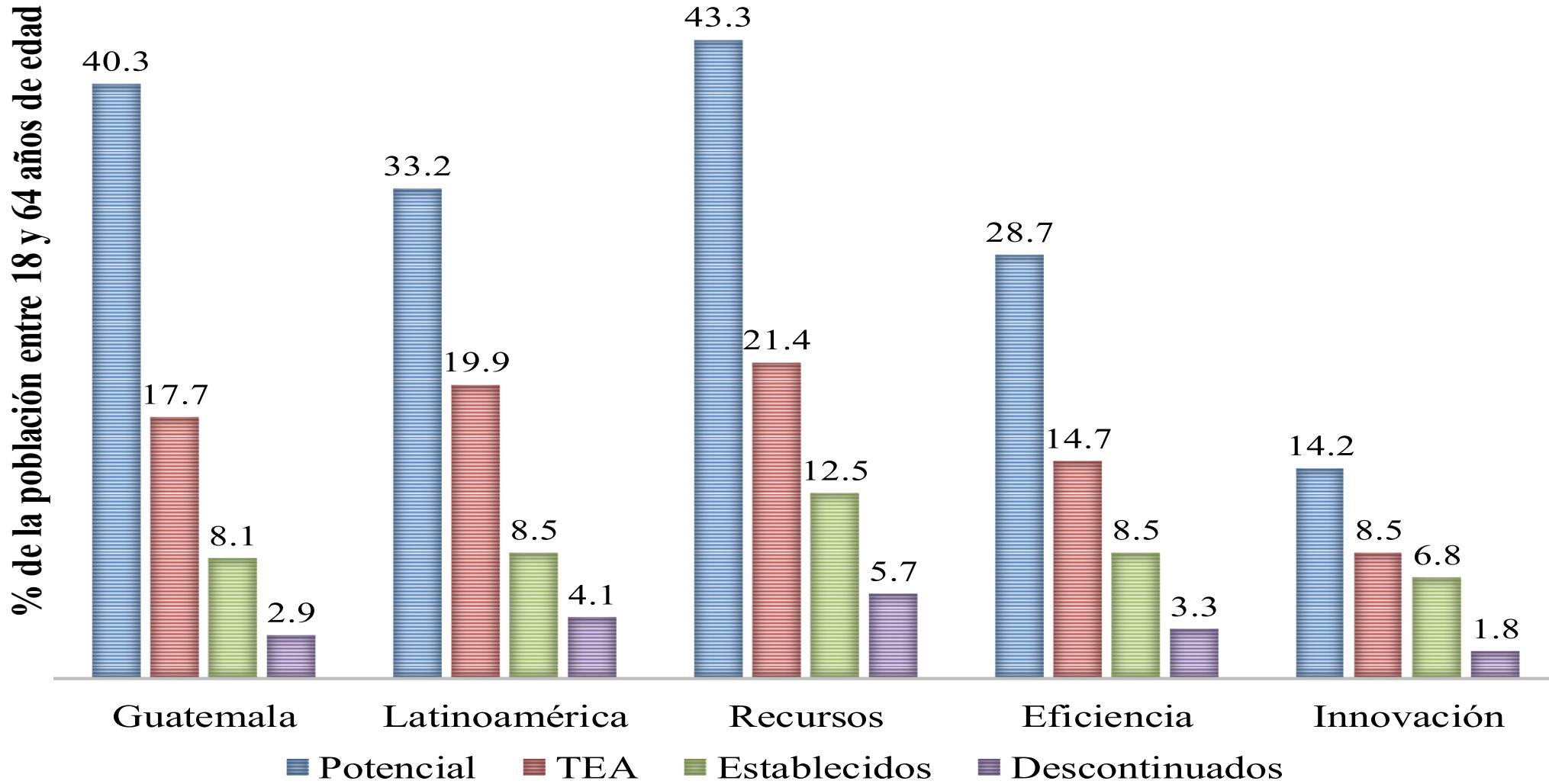
Fuente: APS, 2015

# Attitudes towards entrepreneurship



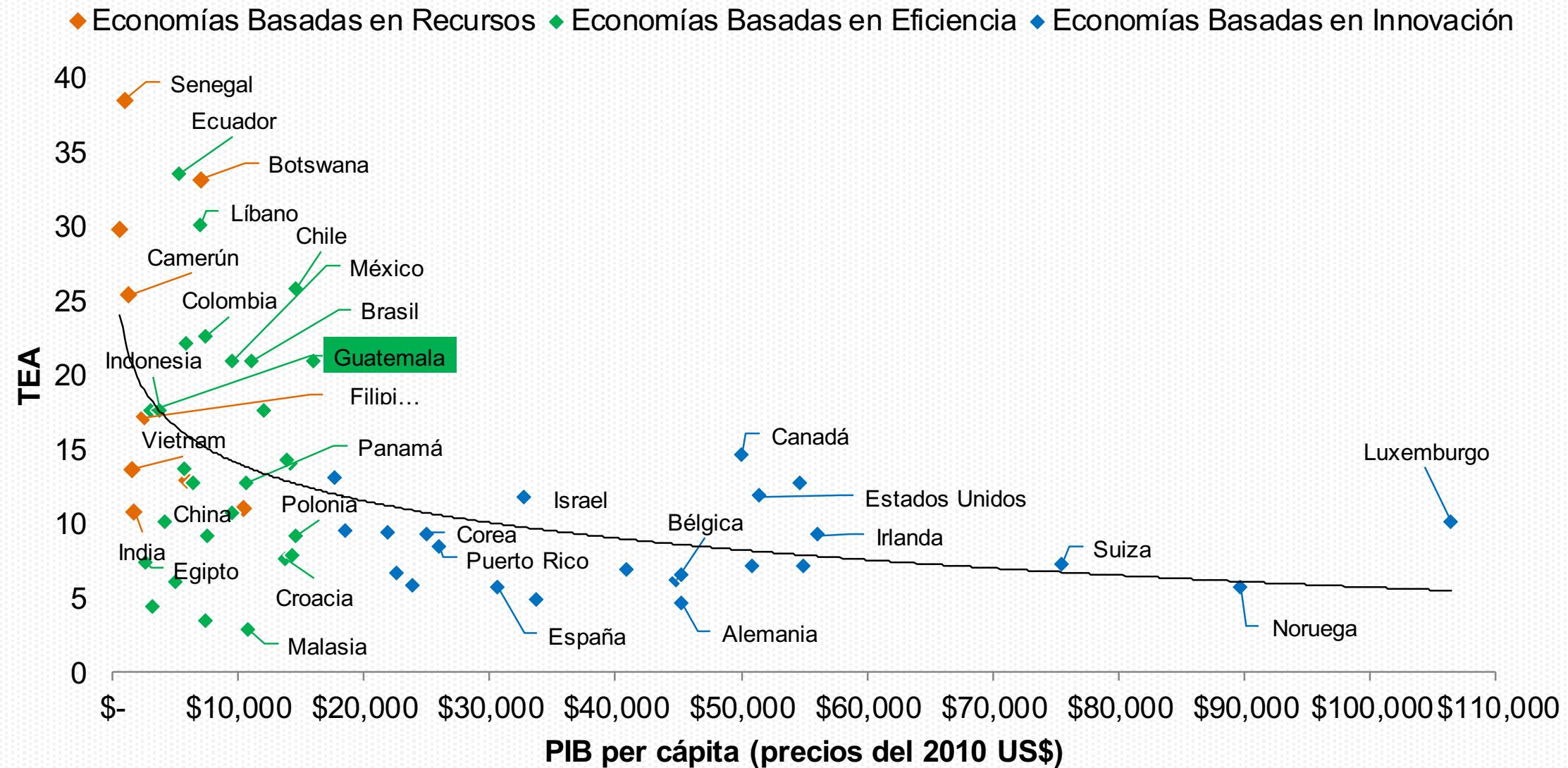
Fuente: APS, 2015

# Entrepreneurial Activity



Fuente: APS, 2015

# TEA around the world



Fuente: APS, 2015



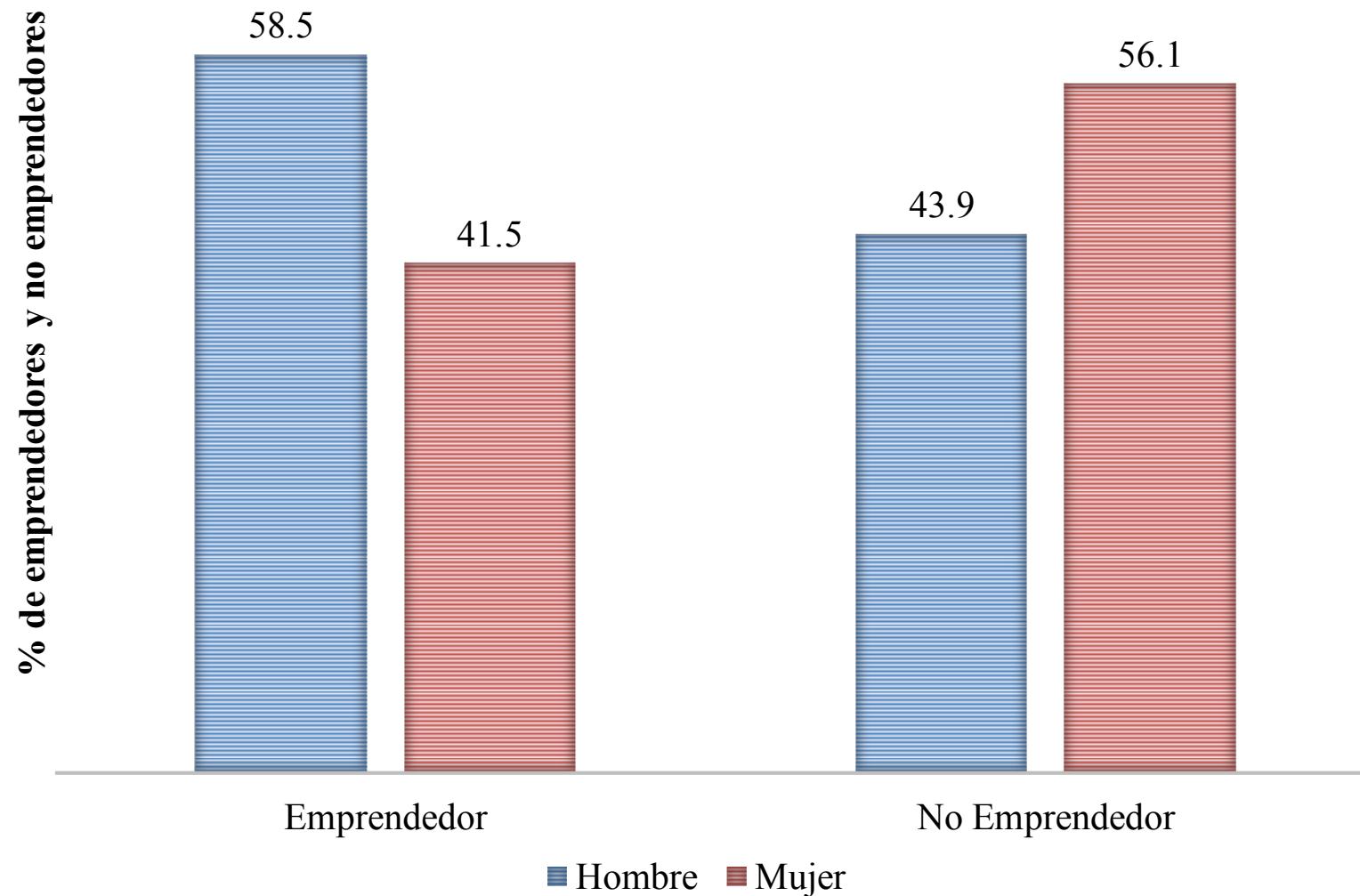
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# Main results for Guatemala



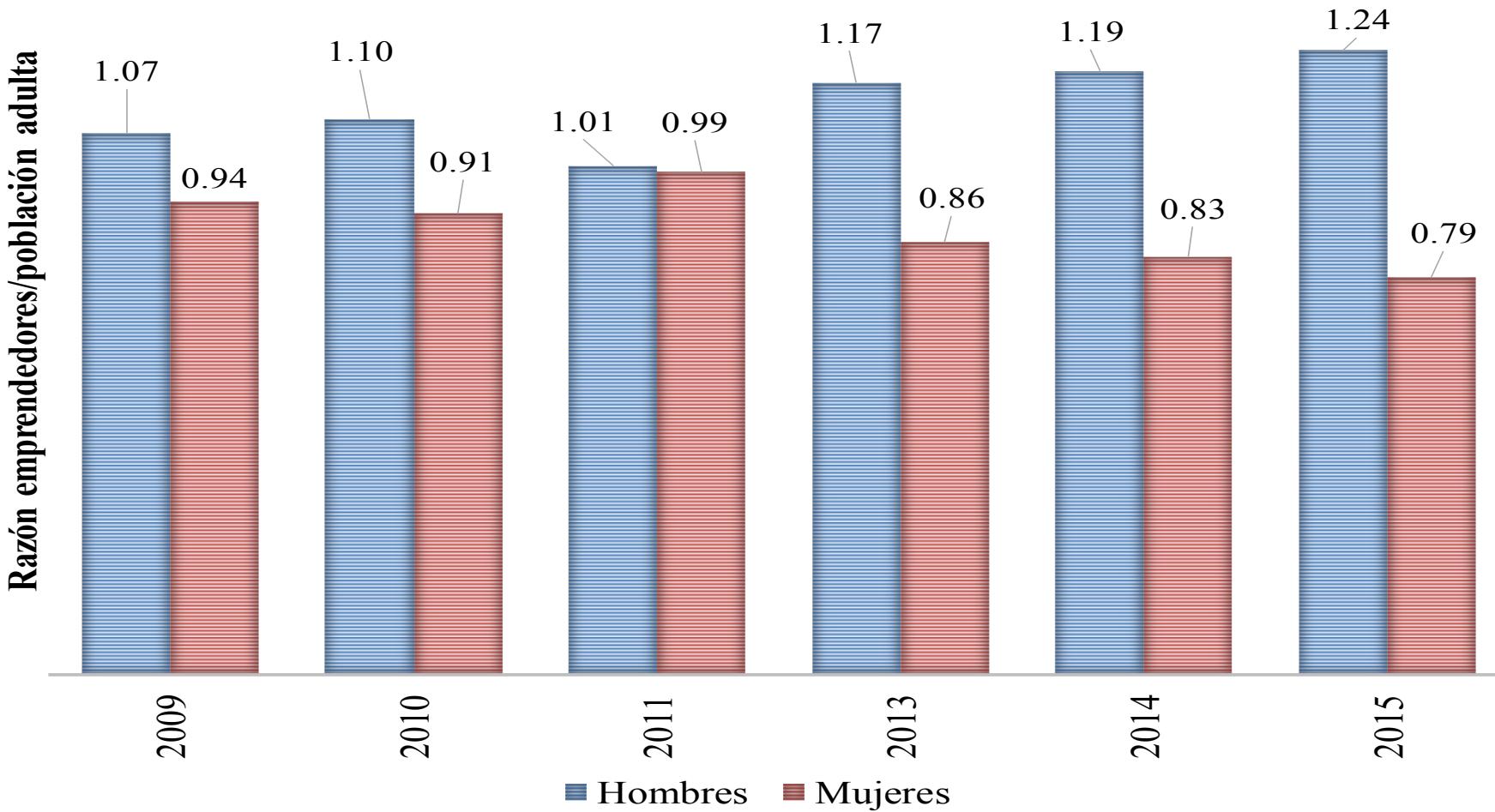
# Characteristics of entrepreneurs

# Gender and entrepreneurship



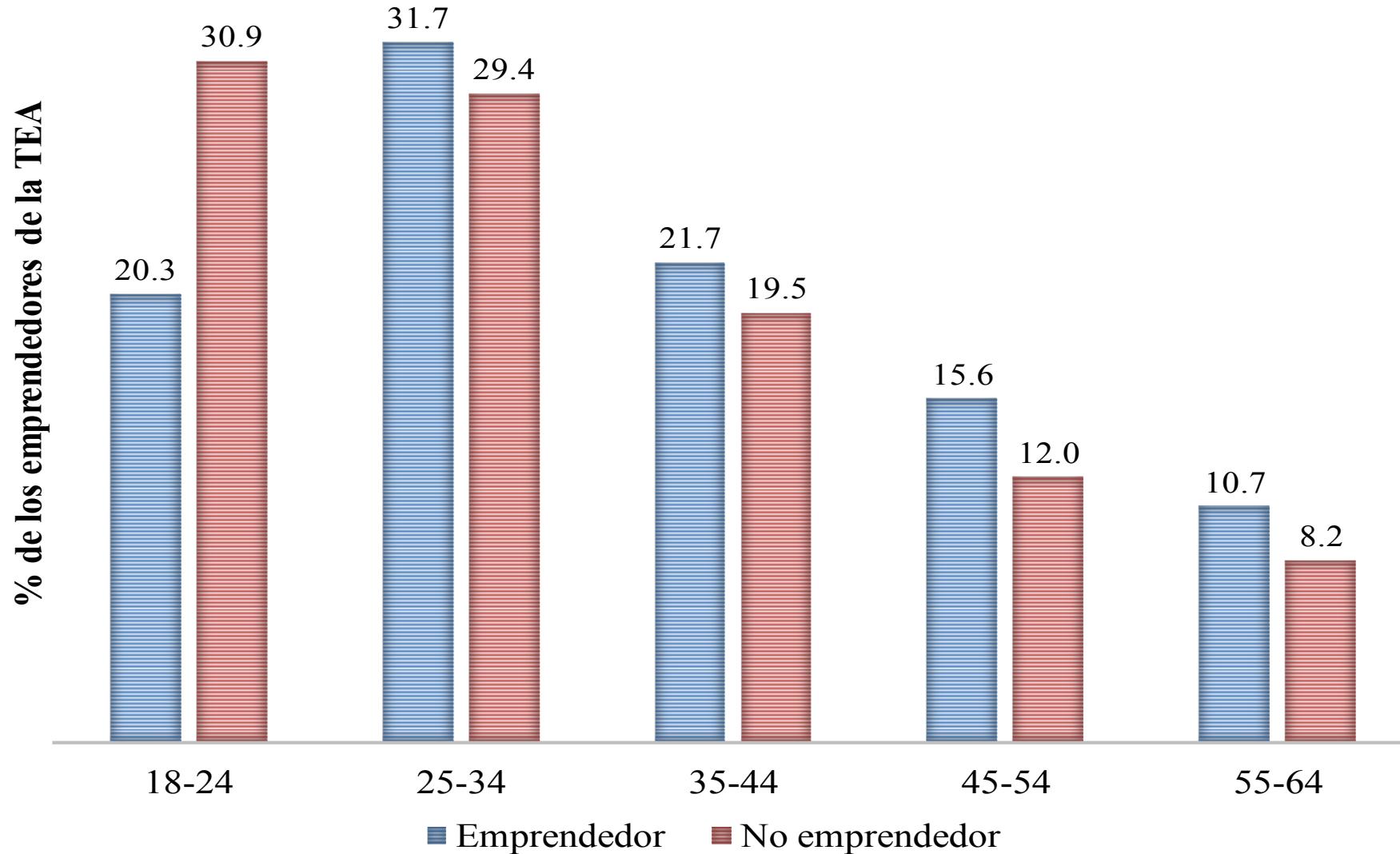
Fuente: APS, 2015

# Entrepreneurs/Adult Population



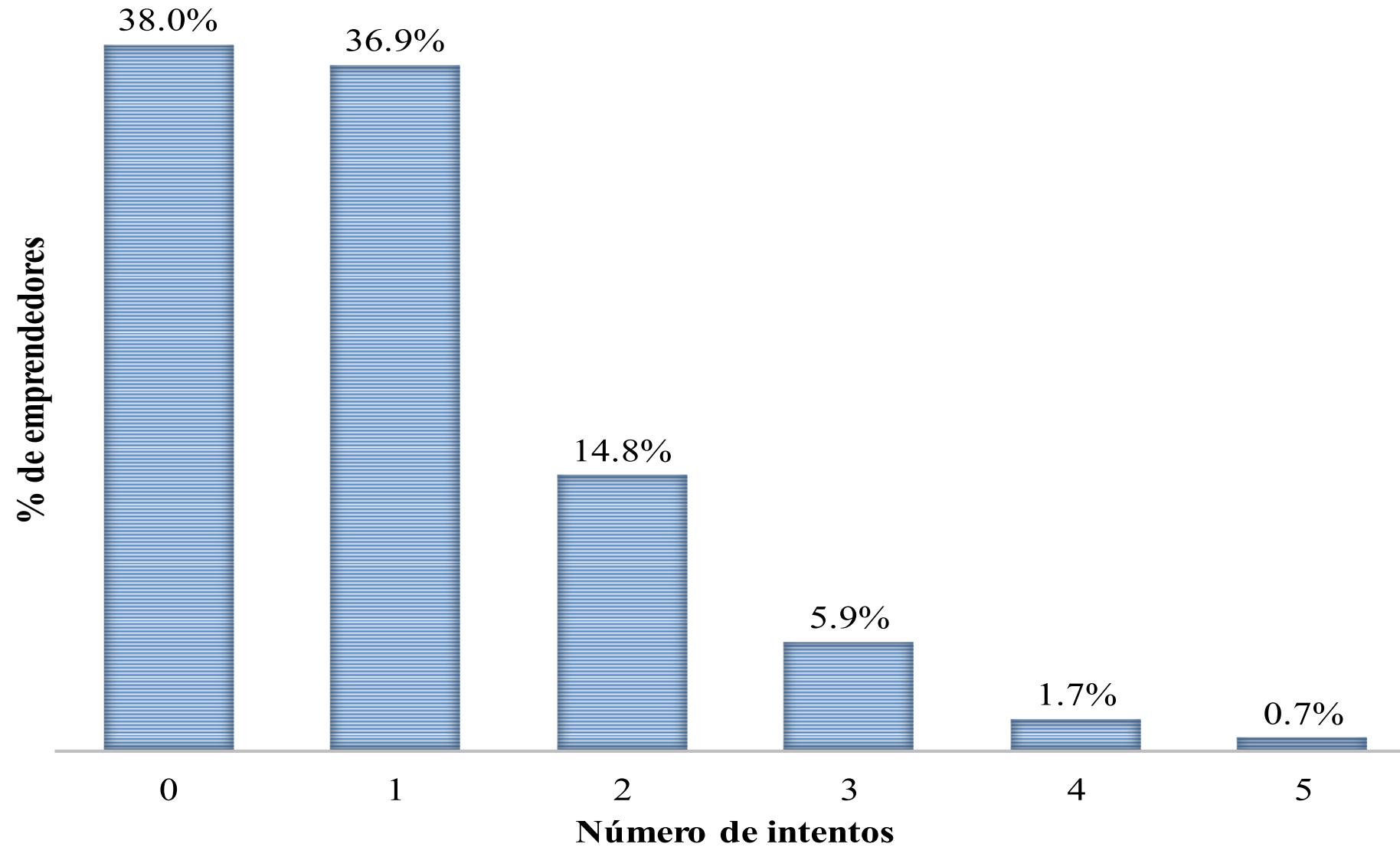
Fuente: APS, 2015

# Age and entrepreneurship



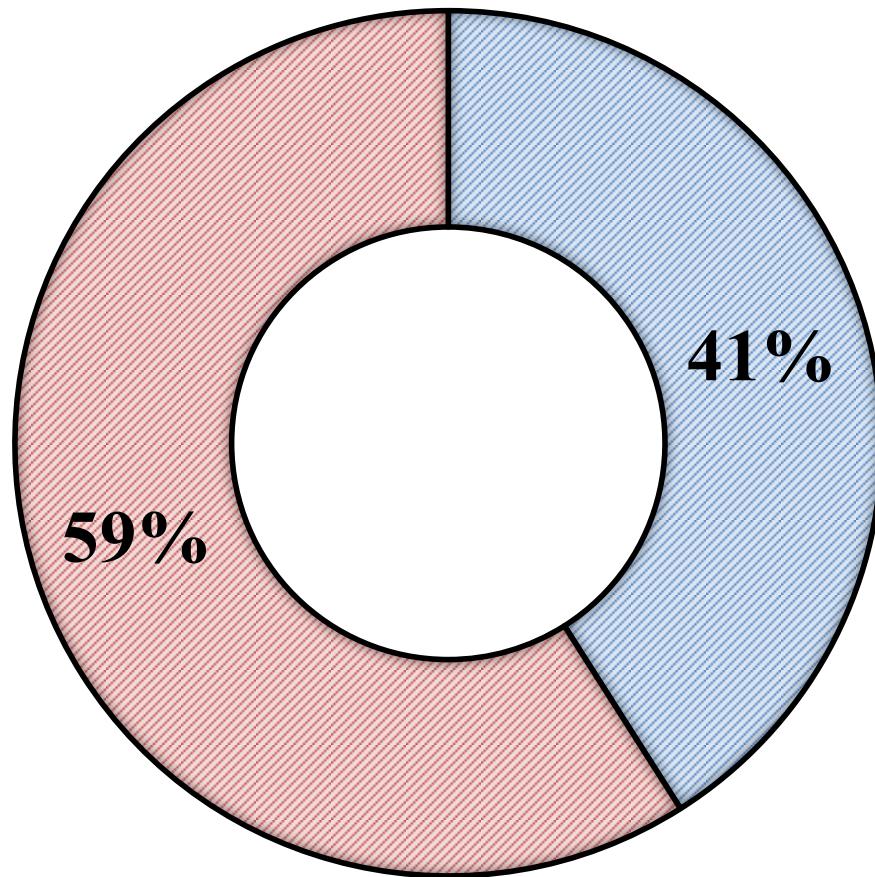
Fuente: APS, 2015

# First-time entrepreneurs



Fuente: APS, 2015

# Entrepreneurial heritage: did your parents had a business?



■ Tenía negocio ■ No tenía negocio

Fuente: APS, 2015

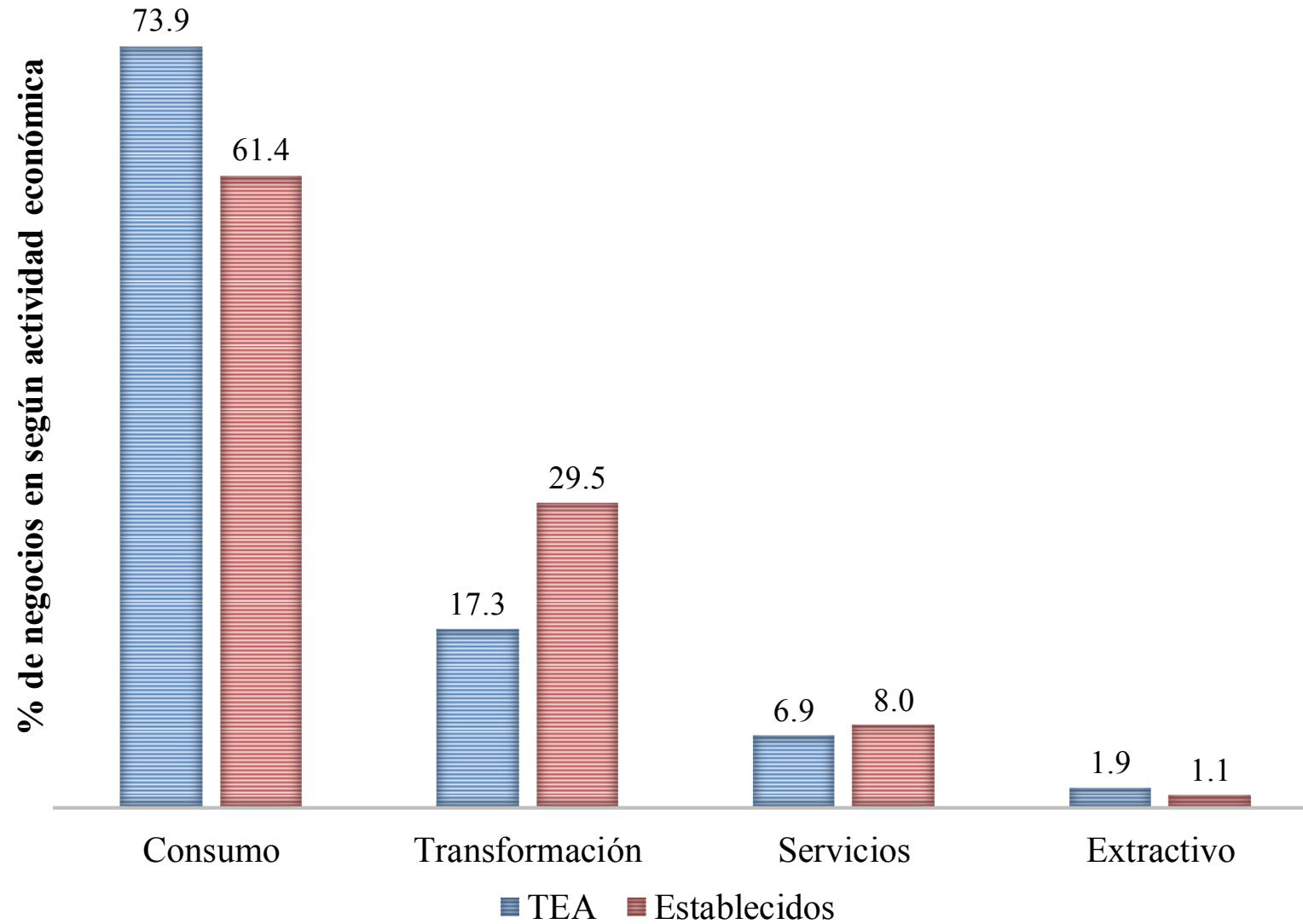
# Characteristics of the business

# Amount required to start a business

Initial investment ranges	TEA	Established
	Cumulative frequency	Cumulative frequency
Less than \$150	5.8	23.3
Between \$151 and \$650	27.8	55.3
<b>Between \$651 and \$1,300</b>	<b>45.2</b>	<b>67.3</b>
Between \$1,301 and \$3,300	69.1	84.2
Between \$3,3001 and \$6,600	85.3	94.7
Between \$6,601 and \$13,200	95.8	98.9
More than \$13,200	100.0	100.0

Fuente: APS, 2015

# Business type



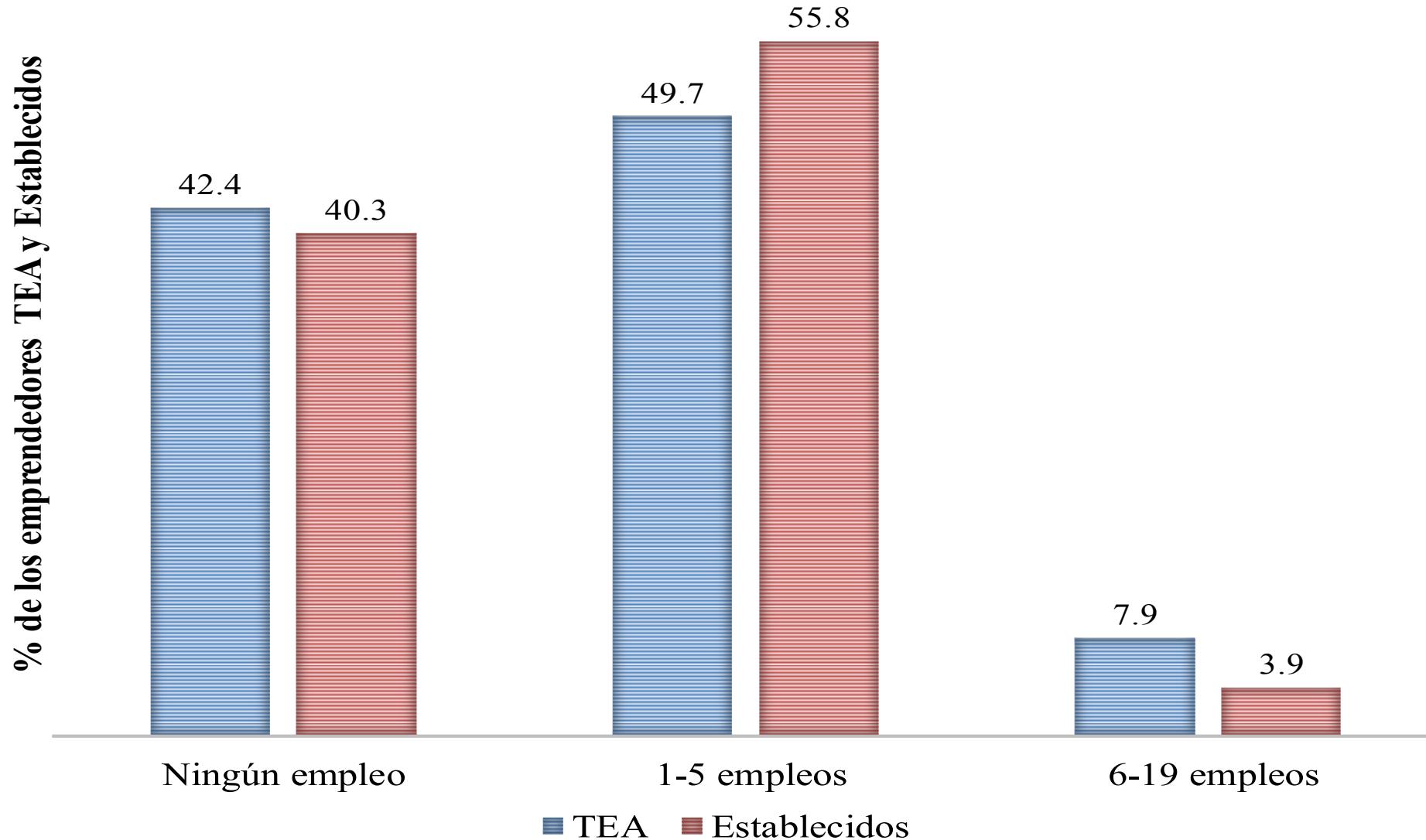
Fuente: APS, 2015

# Business type

Classification	Business
<b>Consumption</b>	Grocery store, food stall, apparel retailer, selling fruit and vegetables.
<b>Transforming</b>	Auto paint and body repair shop, shoe shop, selling handicrafts, tailoring, blacksmithing, construction, carpentry, mill
<b>Business services</b>	Computer maintenance, accounting, photocopying, advertising, legal advice
<b>Extractives</b>	Farm, forestry, fishing, mining

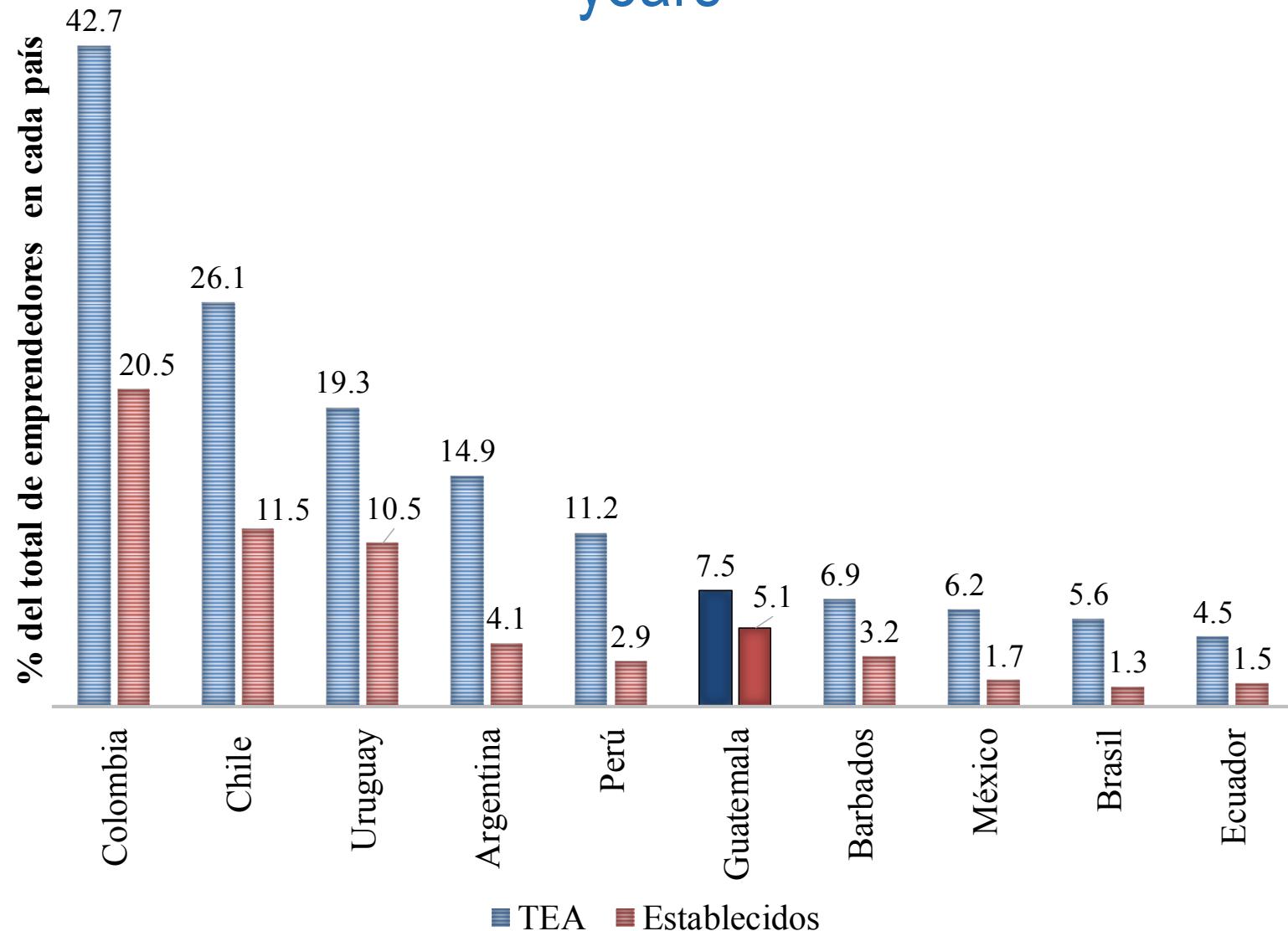
Fuente: APS, 2015

# Jobs created by the entrepreneurs



Fuente: APS, 2015

# % of entrepreneurs who expect to create more than 10 “new” jobs in 5 years



Fuente: APS, 2015



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**Web site**

gem.ufm.edu



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# Main challenges for the entrepreneurs in Guatemala

# 1. Innovation

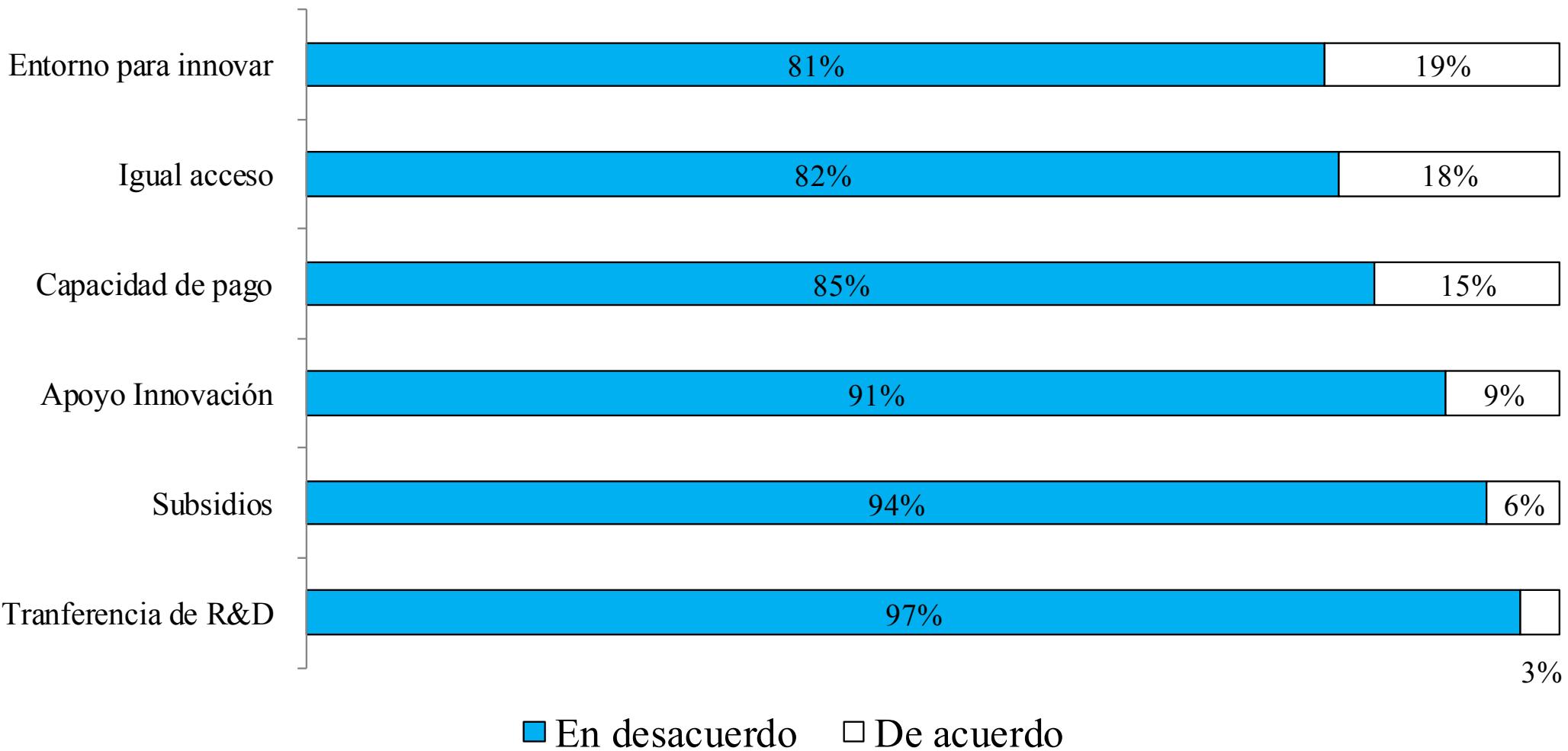
# Ranking of Research and Development

NES 2015	Clasificación mundial
Guatemala	57
Colombia	44
México	18
Latinoamérica	41
Mejor clasificación (Suiza)	1
Peor clasificación (Senegal)	60

Fuente: NES, 2015

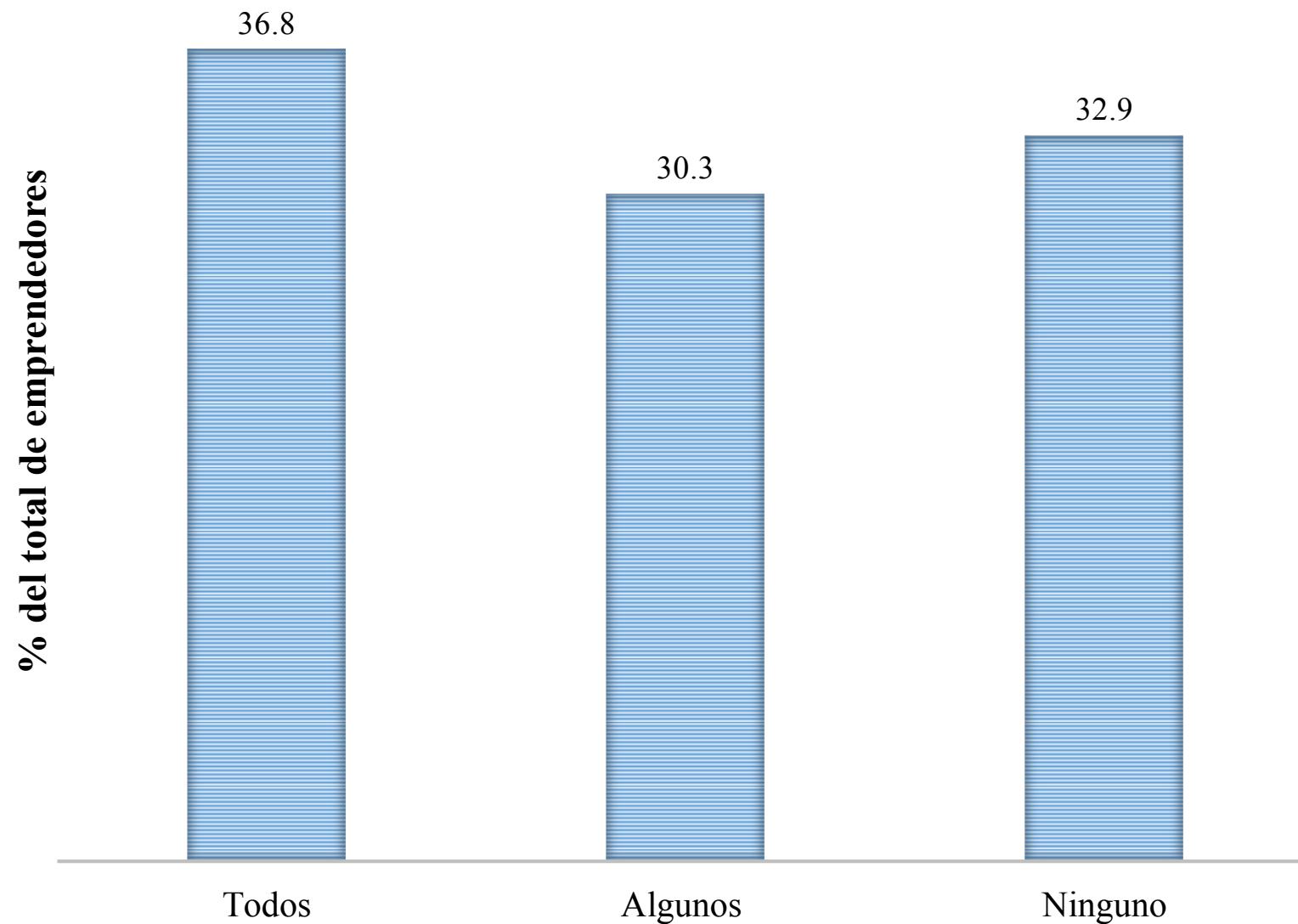


# Categories



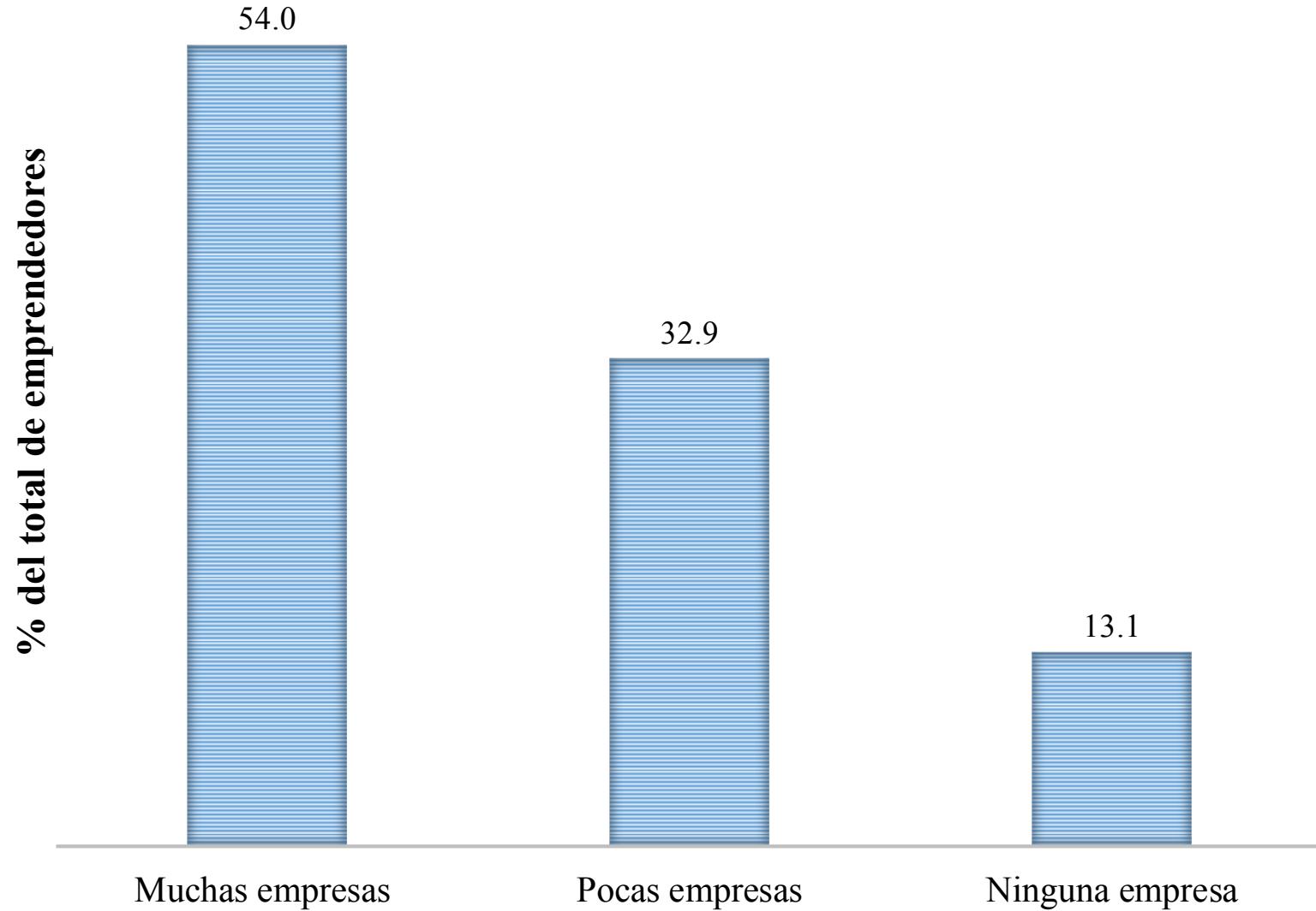
Fuente: NES, 2015

# Do all, some, or none of your customers consider this product or service new and unfamiliar?



Fuente: APS, 2015

Right now, are there many, few, or no other businesses offering the same products or services to your customers?



Fuente: APS, 2015

# How did you identify the business opportunity?

Categories	Entrepreneur
<b>Saw what the customer needed</b>	<b>36.9</b>
<b>Because it is what I can do</b>	<b>35.0</b>
Somebody told me about it	22.7
Because it is something new	3.4
Because the majority are doing the same thing	1.9
<b>Total</b>	<b>100</b>

Fuente: APS, 2015



## 2. Education and Training

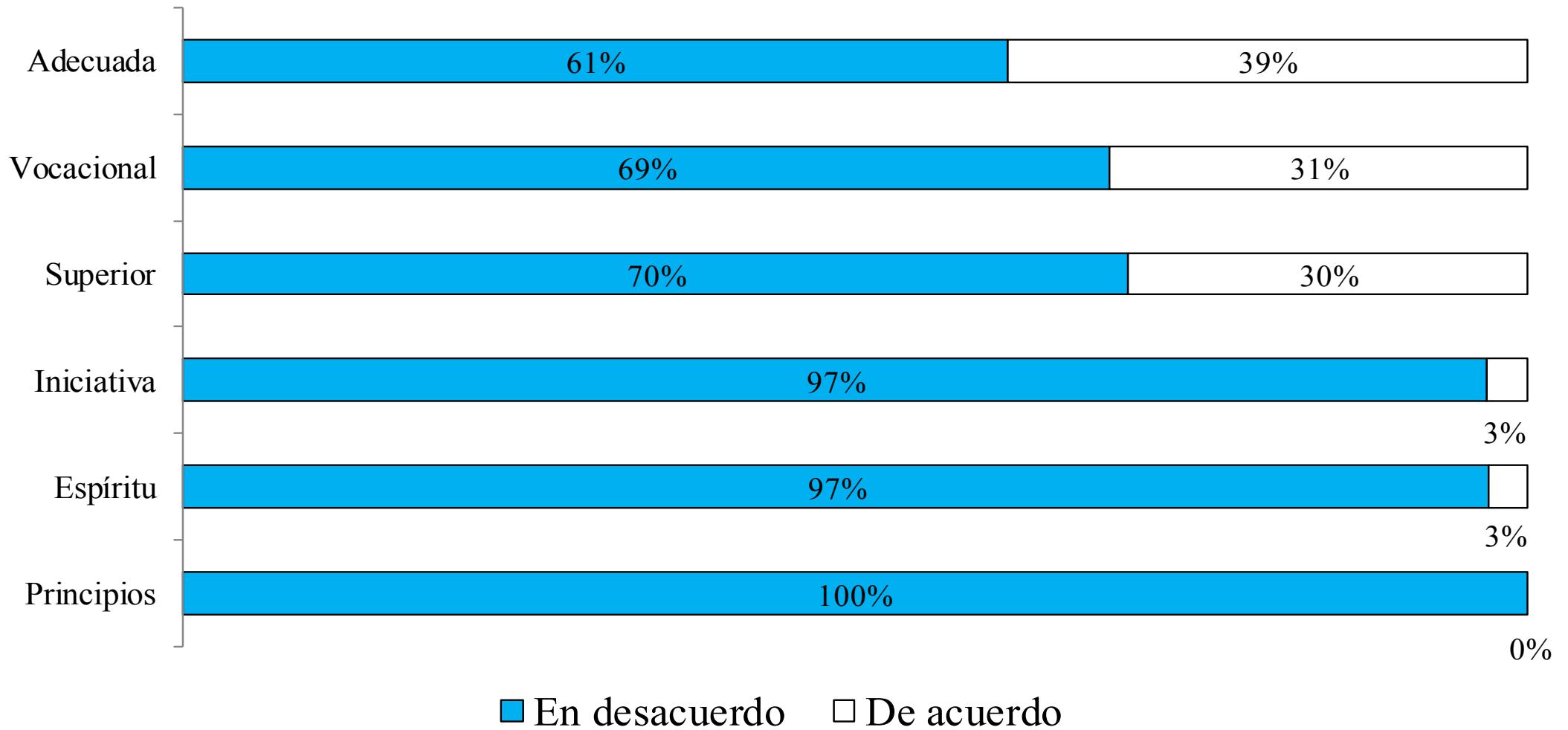
# Ranking of Education

NES 2015	Clasificación mundial
Guatemala	25
Colombia	9
México	7
Latinoamérica	24
Mejor Clasificación (Filipinas)	1
Peor Clasificación (Egipto)	60

Fuente: NES, 2015

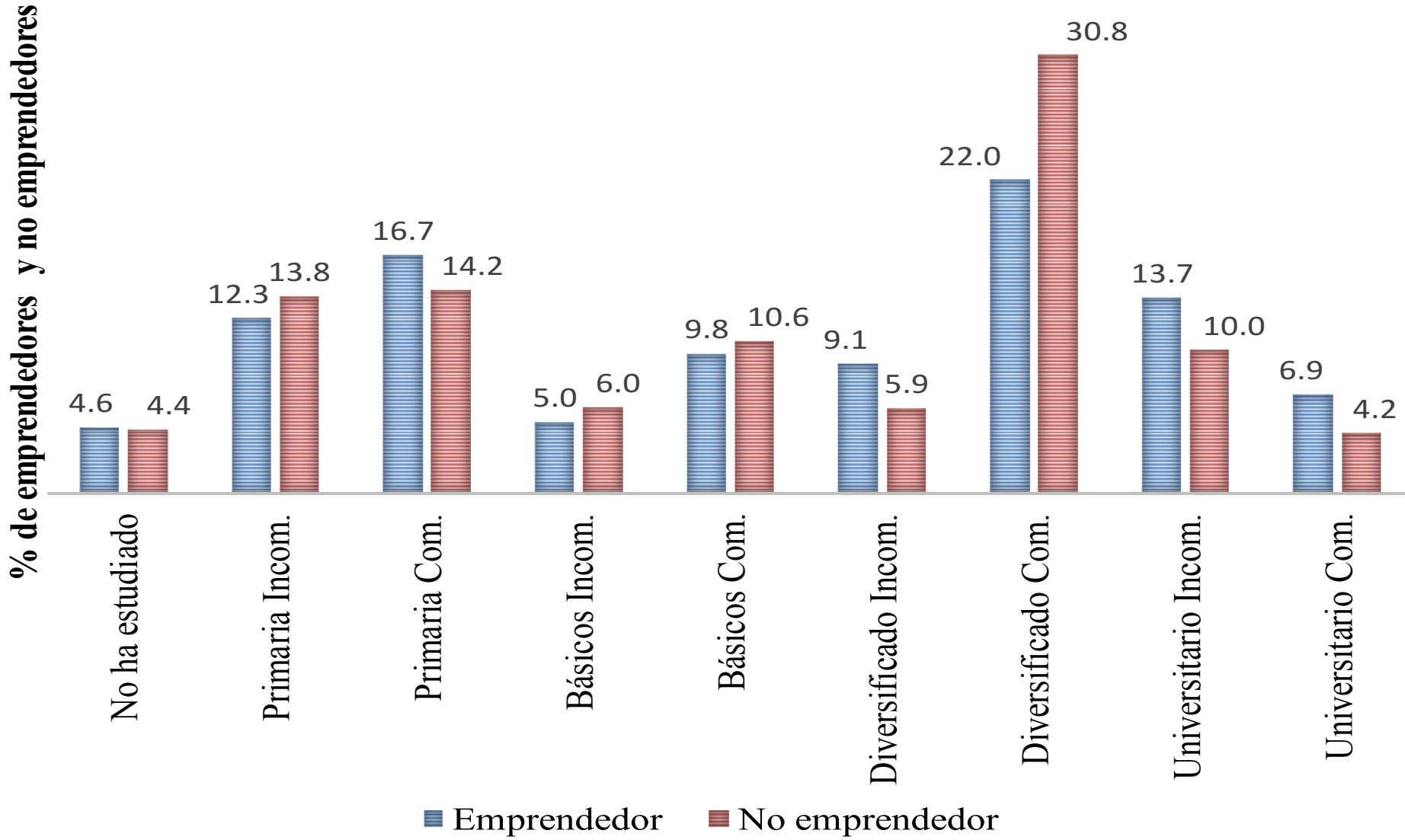


# Categories



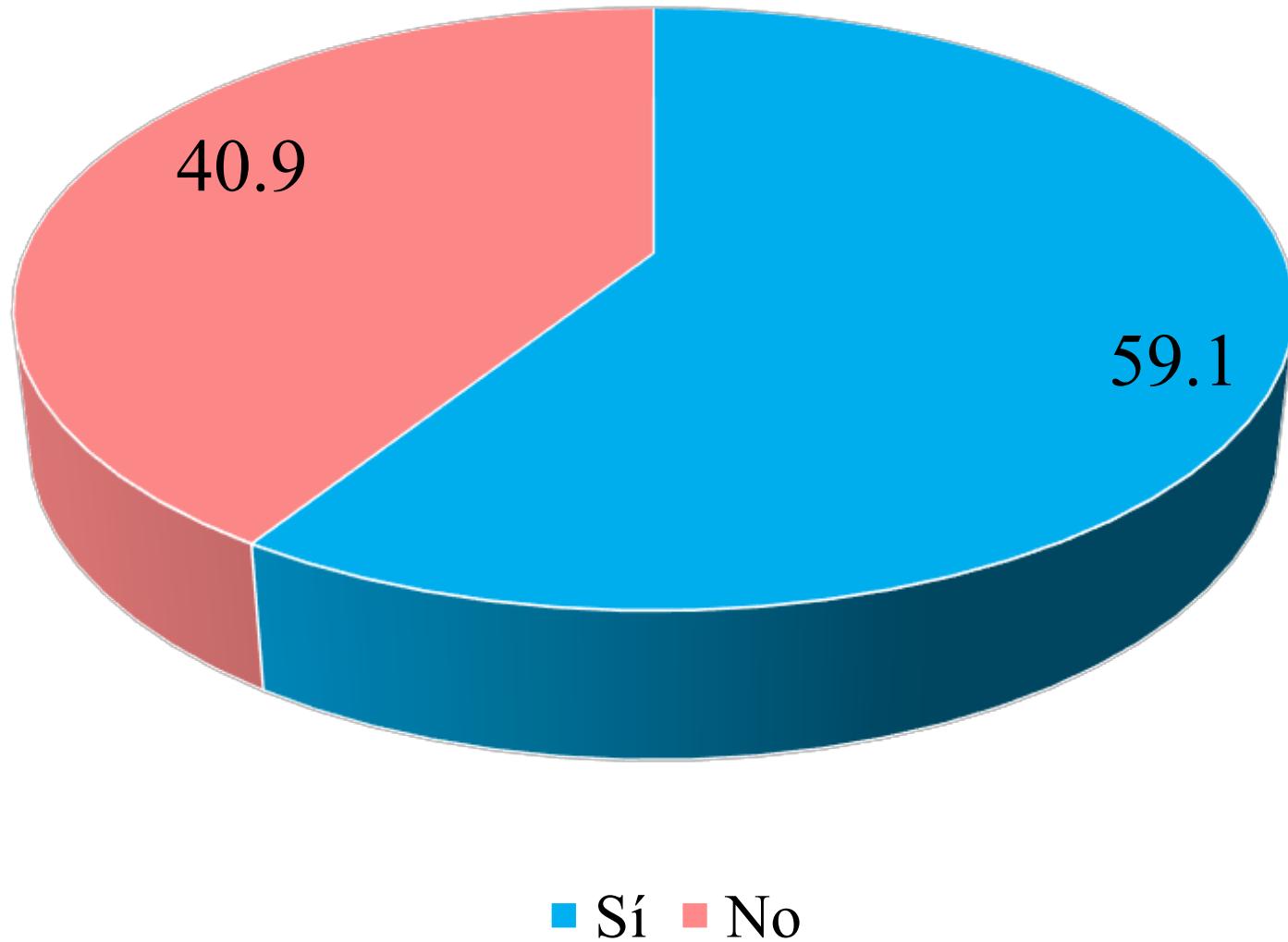
Fuente: NES, 2015

# Education



Fuente: APS, 2015

# Do you need training?



Fuente: APS, 2015

# What kind of training do you need?

Categories	Entrepreneurs
<b>Get more clients</b>	<b>31.6</b>
<b>Deal with financial decisions</b>	<b>24.9</b>
Marketing	22.5
Improve the production	14.5
Improve the product presentation	6.6
<b>Total</b>	<b>100</b>

Fuente: APS, 2015



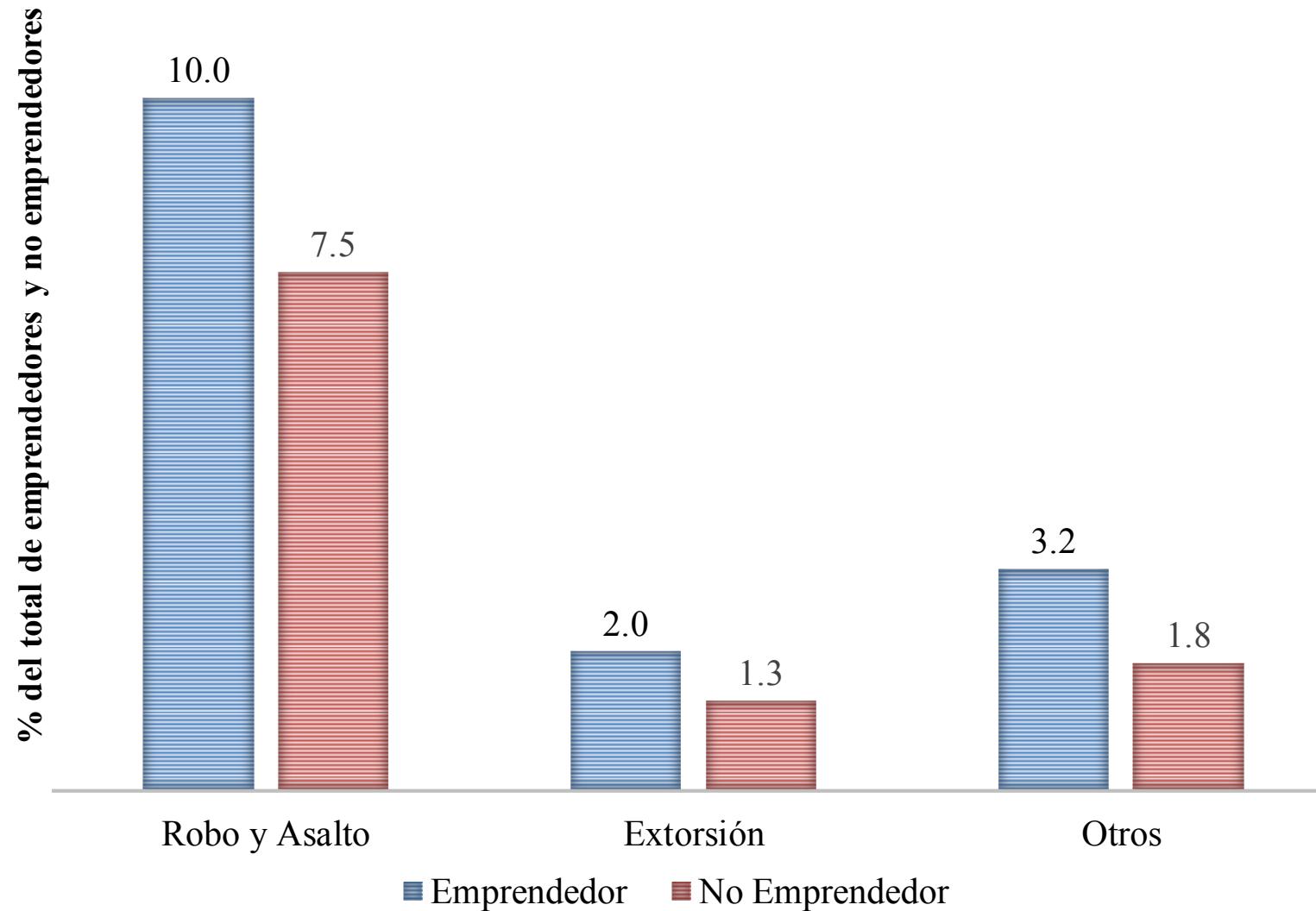
### 3. Unfriendly environment for entrepreneurs

# What was the most important reason for quitting this business?

Reason	(%)
<b>The business was not profitable</b>	<b>23.7</b>
<b>Another job or business opportunity</b>	<b>21.1</b>
Family or personal reasons	21.1
Problems getting finance	13.2
An incident	7.9
Other	5.3
An opportunity to sell the business	5.3
The exit was planned in advance	2.6

Fuente: APS, 2015

# The entrepreneurs are more likely to be victims of robbery and assault



Fuente: APS, 2015

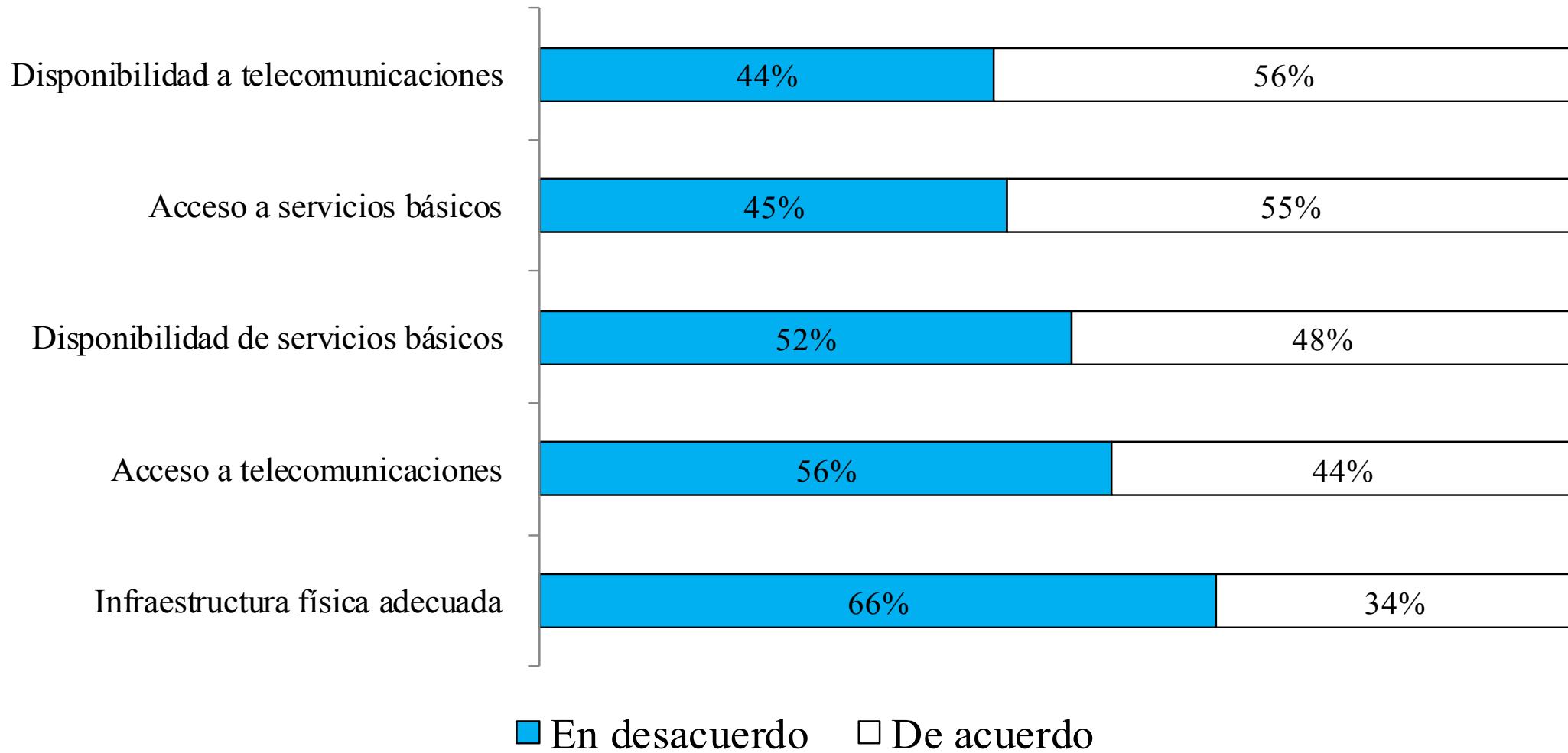
# Ranking of physical infrastructure

NES 2015	Clasificación mundial
Guatemala	42
Colombia	18
México	20
Latinoamérica	28
Mejor Clasificación (Suiza)	1
Peor Clasificación (Líbano)	60

Fuente: NES, 2015



# Categories



Fuente: NES, 2015

# Costumer location

¿En dónde se ubican la mayoría de sus clientes?	TEA	Establecidos
<b>En mi comunidad, pueblo, aldea</b>	<b>52.0</b>	<b>46.6</b>
<b>En mi municipio</b>	<b>22.8</b>	<b>25.9</b>
En otro municipio de mi departamento	3.3	4.2
En mi departamento	9.0	11.6
En otro departamento	2.6	3.7
En toda Guatemala	9.7	7.4
En otros países	0.5	0.5

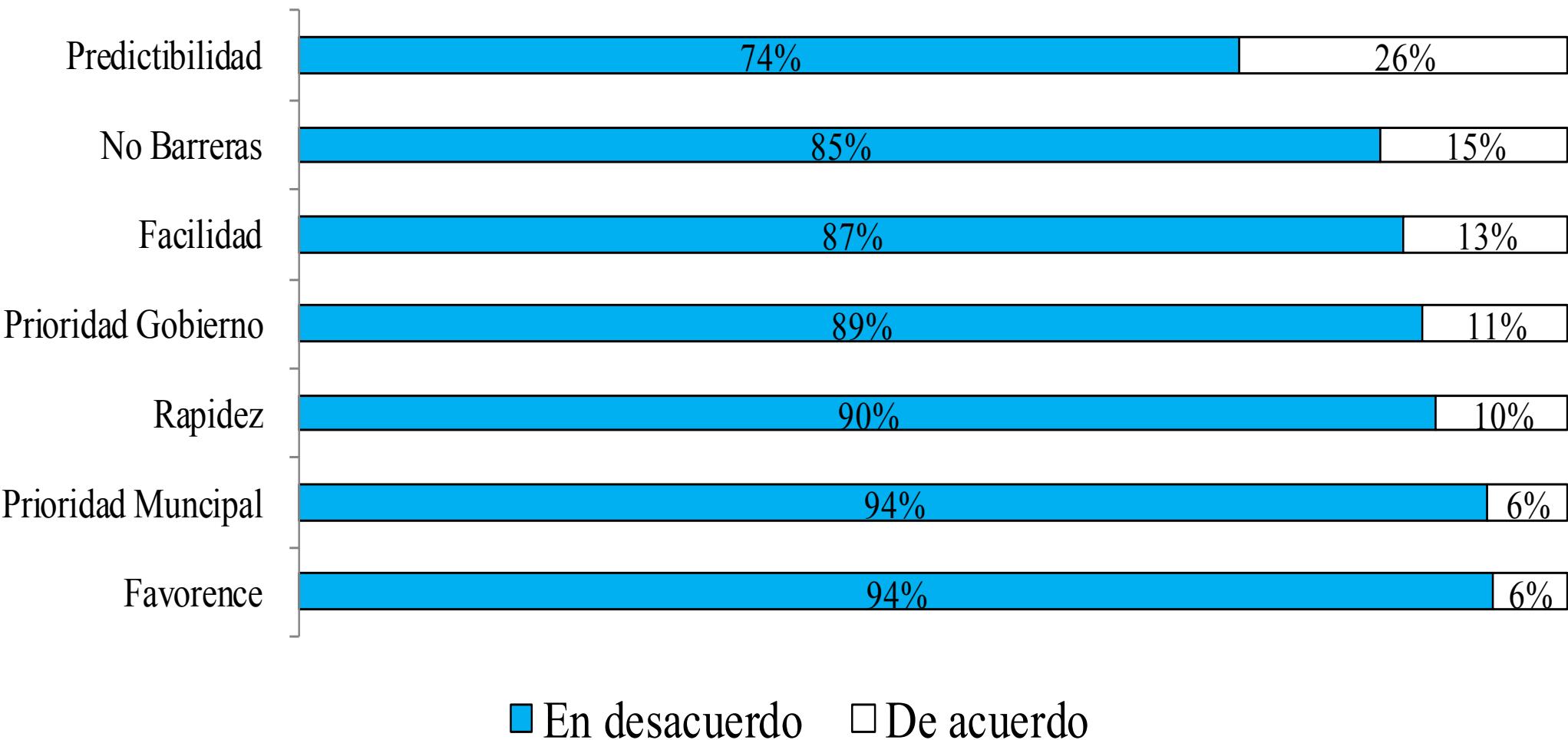
Fuente: APS, 2015

# Ranking of Government policies

NES 2015	Clasificación mundial
Guatemala	43
Colombia	41
México	35
Latinoamérica	39
Mejor Clasificación (Suiza)	1
Peor Clasificación (Argentina)	60

Fuente: NES, 2015

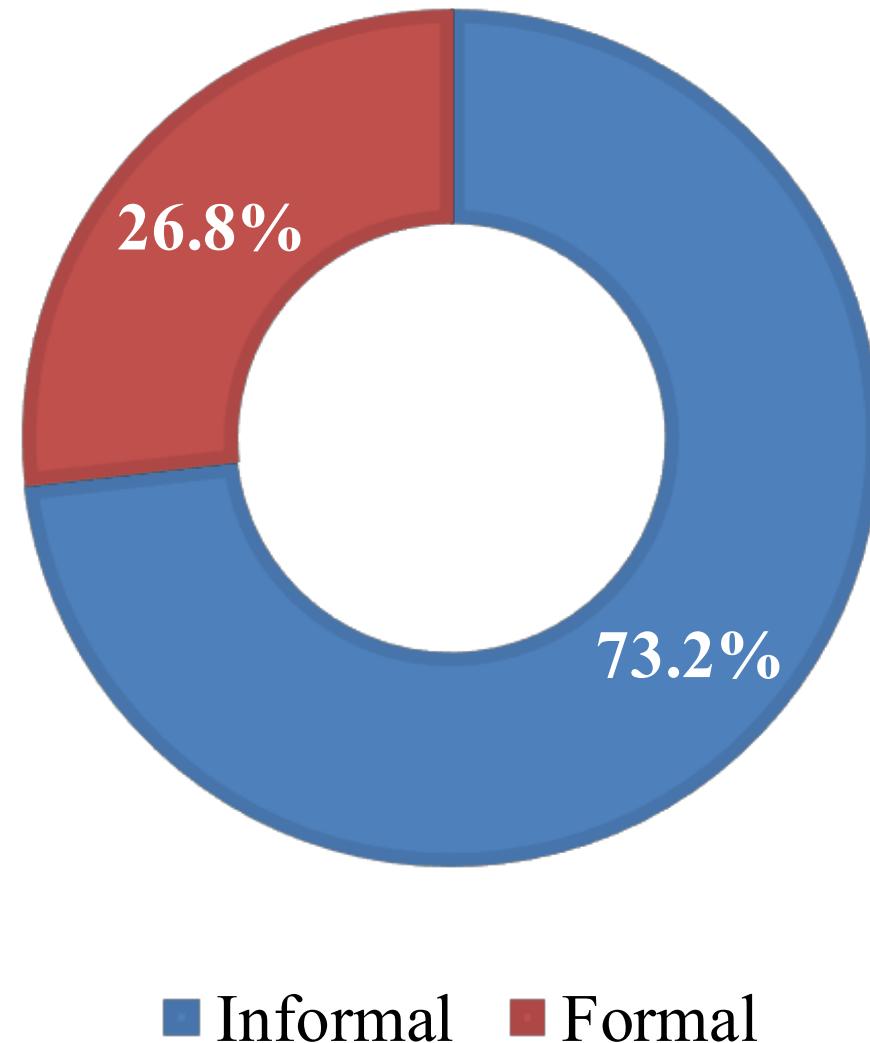
# Categories



■ En desacuerdo □ De acuerdo

Fuente: NES, 2015

# Unregistered business



Fuente: APS, 2015



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