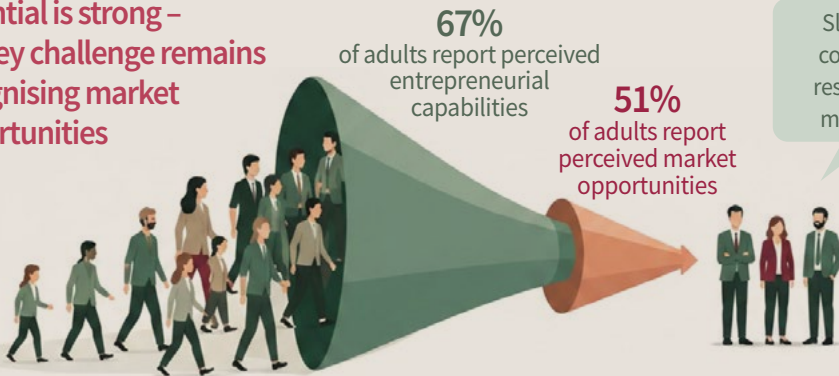


Entrepreneurship between Potential and Development Ambitions

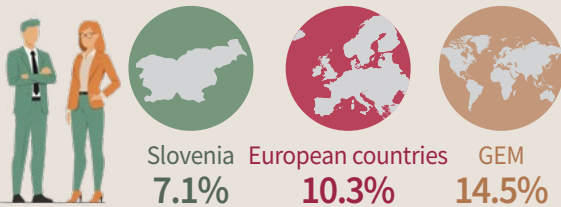
GEM Slovenia 2025

Slovenia has strong entrepreneurial potential, high perceived capabilities, and development ambitions. The key challenge remains how to transform this potential more quickly into more opportunities, new businesses, and growth.

Potential is strong – the key challenge remains recognising market opportunities



Early-stage entrepreneurial activity is below benchmark averages



Entrepreneurial base exists, but entry of new entrepreneurs remains more modest than the European and GEM average.

Stability is an advantage - but stronger regeneration is needed for breakthrough



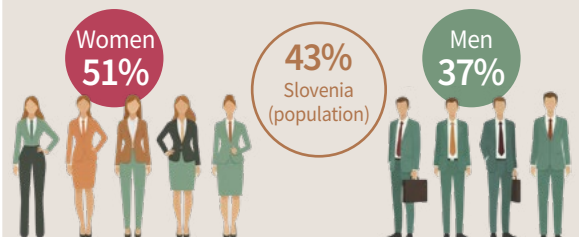
Slovenia relatively successfully maintains established businesses, but regeneration of the entrepreneurial base is less pronounced.

Development ambitions persist



The entrepreneurial base exists, but the entry of new entrepreneurs remains more modest than the averages for Europe and GEM.

Fear of failure remains a selective barrier



Psychological barriers remain significant, particularly among women.

Key message



Potential exists



Competencies are high

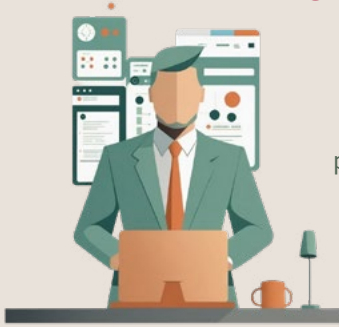


Ambitions are present

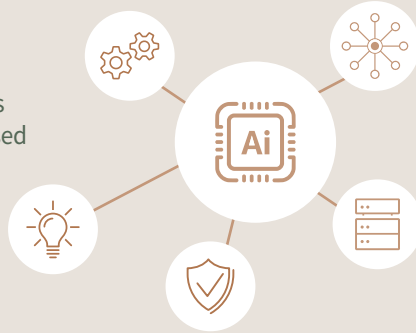


The challenge remains a faster transition from potential to breakthrough

AI and digitisation are becoming development accelerator



50%
of early-stage entrepreneurs perceive increased use of digital technologies



37%
of established entrepreneurs perceive increased use of digital technologies

56%
of high-growth entrepreneurs consider AI very important

Entrepreneurs with higher ambitions are more likely to adopt digital technologies and AI.

Sustainability: awareness is high, implementation remains a challenge

~80–90%



consideration of social and environmental impacts

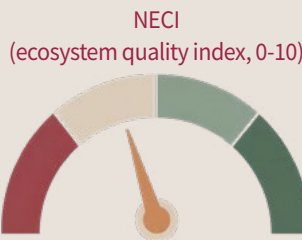
~36–47%



implementation of social and environmental measures

Awareness is high, but the transition to concrete actions is less consistent.

The entrepreneurial ecosystem lags behind comparator economies



Slovenia **4.07** European countries **4.76** GEM **4.75**

Weakest areas:

- regulation
- entrepreneurship education
- cultural and social norms

Strongest area:

- internal market dynamics

The greatest impact lies in strengthening the entrepreneurial environment and support systems.

Sectoral structure remains diverse

Primary sector



2.0%

5.5%

Early-stage entrepreneurs
Established entrepreneurs

Manufacturing sector



29.8%

27.1%

Business services



39.8%

42.4%

Consumer services



28.5%

25.0%

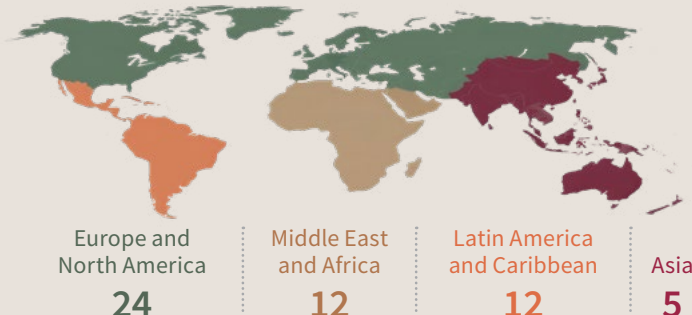
The focus remains on services, with manufacturing also playing an important role.

GEM 2025 provides a broad international framework



53
economies

GEM enables Slovenia to be positioned in a comparative international context.



APS –
Adult population survey



NES –
National expert survey



The members of the Slovenian GEM team are Karin Širec, PhD. (leader), Polona Tominc, PhD., Katja Crnogaj, PhD., Barbara Bradač Hojnik, PhD., Matej Rus, MSc., Samuel Plečko and Miroslav Rebernik, PhD.

Detailed results of the survey can be found on the web pages of the Institute for Entrepreneurship and Small Business Management <http://ipmmp.um.si> on the global site www.gemconsortium.org, where you can find the results of entrepreneurship research over the years, databases and other information about the global survey.