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Entrepreneurship Between Potential and Development Ambitions

GEM Slovenia 2025

Executive Summary

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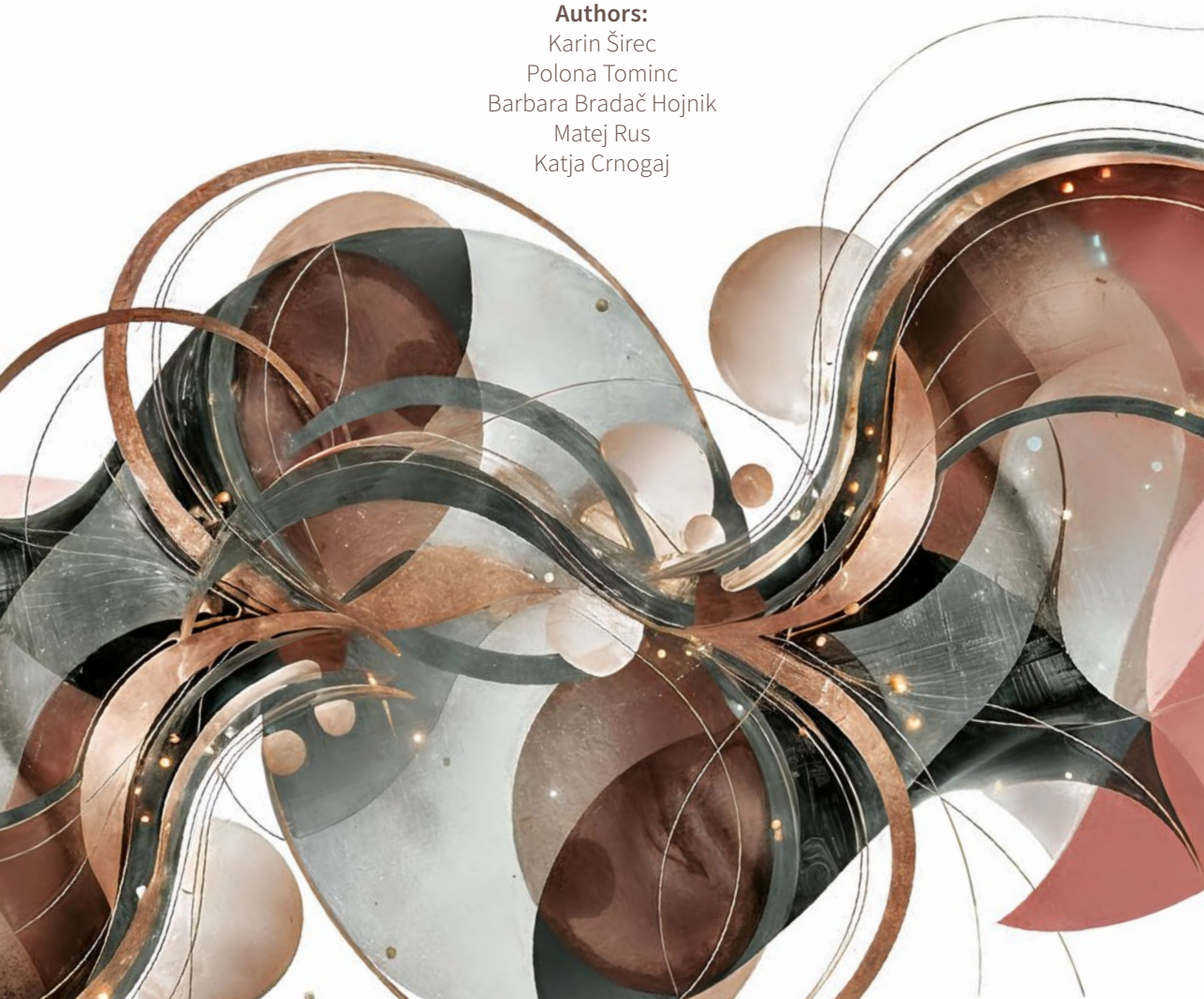
Polona Tominc
Barbara Bradač Hojnik
Matej Rus
Katja Crnogaj



Contents

Key Thoughts for Policymakers 8

Executive Summary 12

The GEM methodological framework enables a process-based understanding of entrepreneuri. 13

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Table of Contents

Key Thoughts for Policymakers 1

Executive Summary 5

The GEM methodological framework enables a process-based understanding of entrepreneurial dynamics 6

The social climate and individual perceptions shape entrepreneurial activity. 7

Demographic and career diversity increasingly shaping the structure of entrepreneurship 10

The motivational structure of entrepreneurs reflects a combination of opportunities, necessities, and development ambitions 12

Technological aspirations are becoming a key differentiator in business development 14

Sectoral structure and sustainability trends influence long-term development potential 16

Entrepreneurship development is closely linked to the quality of the entrepreneurial ecosystem 18

Key Thoughts for Policymakers

"The Slovenian business environment is characterized by an imbalance between a stable core of established firms and weak dynamics in the creation of new ones, which points to limited renewal of the business base. Despite a relatively broad base of potential entrepreneurs, only a fraction of them translates into actual entrepreneurial activity, with low exit rates and poorly developed mechanisms for business exits further hindering structural renewal. The future vitality of the entrepreneurial landscape will therefore depend primarily on greater system fluidity—on easier entry, more effective developmental transitions, and more developed exit mechanisms."

Prof. Karin Širec, Phd
GEM Team Leader Slovenia

“Slovenia stands out for the high social legitimacy of entrepreneurship and above-average self-perception of entrepreneurial competencies; however, this potential does not translate into entrepreneurial activity, as the perception of opportunities is declining, and individuals remain cautious about risks. The interplay of a positive social climate and pronounced egalitarian values limits the willingness to engage in entrepreneurial activity, while differences persist among social groups, particularly among women. Slovenia’s success in activating its entrepreneurial potential will therefore largely depend on reducing perceived risks and facilitating a more effective transition from perceptions and competencies to actual entrepreneurial decisions.”

Prof. Polona Tominc, PhD

"The entrepreneurial landscape in Slovenia is becoming increasingly diverse in terms of development ambitions, technological expectations, and the ability to capitalize on digital opportunities. Entrepreneurship is polarizing between entrepreneurs focused on stability and self-employment, and those with strong ambitions for growth, employment, and technological development. Artificial intelligence serves as a key dividing line in this context: entrepreneurs with higher growth ambitions recognize it as a strategic technology, while companies without development plans mostly do not perceive it as relevant. The future dynamism of Slovenian entrepreneurship will largely depend on the strengthening of development ambitions and the capacity to adopt advanced technologies.”

Matej Rus, MSc

“Slovenian business demonstrates significant strengths in internationalization, innovation, and the use of digital technologies; however, this potential has not yet been sufficiently translated into higher added value and growth. The most significant breakthroughs are still primarily being driven by a smaller group of technologically ambitious companies. The future competitiveness of Slovenian business will therefore depend largely on the quality of internationalization and on the ability of companies to translate technological and sustainable orientations into commercially successful innovations and higher added value.”

Prof. Barbara Bradač Hojnik, PhD

"The Slovenian entrepreneurial ecosystem is based on solid infrastructure, but it remains less connected and less effective in supporting entrepreneurial growth than comparable European environments. A key tension exists between the ambitions of entrepreneurs, particularly in the technology sector, and limited systemic support, with significant gaps in regulation, entrepreneurial education, and access to financing. It is precisely greater connectivity and coordination of the ecosystem that will determine whether Slovenian entrepreneurship will be more successful in the future at transforming ambitions into innovation, growth, and sustainable transformation.”

Assoc. Prof. Katja Crnogaj, PhD

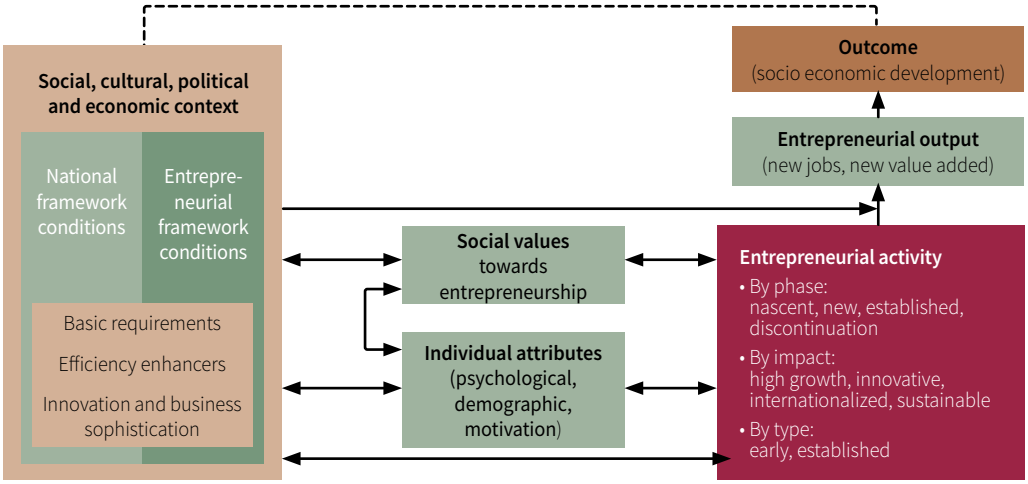
Executive Summary

Executive Summary summarizes the main patterns of entrepreneurship development in Slovenia in 2025 and place them in a European and international context. Emphasis is placed on the tensions between entrepreneurial potential, the quality of entrepreneurial activity, and the ecosystem's ability to support transitions to growth- and innovation-oriented entrepreneurship.

The GEM methodological framework enables a process-based understanding of entrepreneurial dynamics

The Global Entrepreneurship Monitor (GEM) survey does not treat entrepreneurship as merely the number of registered companies, but as a process that begins at the individual level (perception of opportunity, competence, intention), moves into the early stages of business, and only stabilizes into established entrepreneurship in some companies. This process-based approach enables an understanding of entrepreneurial dynamics – not only entries into entrepreneurship but also transitions between phases and exits.

Figure 1: The GEM conceptual framework



GEM 2025

The value of the GEM methodology lies in the combination of two complementary surveys. The Adult Population Survey (APS) measures entrepreneurial perceptions, motivations, and activities in the population, while the National Expert Survey (NES) assesses the quality of the entrepreneurial environment or the framework conditions for entrepreneurship. This dual perspective enables a coherent analysis of entrepreneurial behaviour and the institutional context in which this behaviour occurs.

Entrepreneurial activity is monitored in GEM in phases – from entrepreneurial intentions to nascent entrepreneurs, new businesses, and established entrepreneurship (42 months or more in operation). The key indicators are total early-stage entrepreneurial activity (TEA) and established businesses (EBO), which together enable an assessment of both the size and structural stability of the entrepreneurial sector. An important part of the analysis is also the cessation of entrepreneurial activity, as only the inclusion of exits allows for a realistic assessment of the regenerative capacity of the entrepreneurial system.

In 2025, a representative sample of 2,000 adults was surveyed in Slovenia as part of the APS, and the results are methodologically weighted for the population aged 18–64. The NES is based on the assessments of a diverse group of national experts, which are also used to calculate the aggregate index of the national entrepreneurial context (NECI). Standardized data collection protocols enable international comparability of results and monitoring of trends over time.

Figure 2: Global reach of the GEM 2025 study

GEM 2025

This methodological framework is key to interpreting the results, as it allows entrepreneurship to be understood as a systemic phenomenon that depends both on individual decisions and the quality of the broader institutional environment.

The social climate and individual perceptions shape entrepreneurial activity

Entrepreneurial activity is not merely a reflection of objective economic conditions but stems from a combination of perceptions of business opportunities, confidence in one's own abilities, the social legitimacy of entrepreneurship, and attitudes toward risk and failure.

An analysis of social attitudes towards entrepreneurship confirms that Slovenia stands out as an environment with a distinctly positive social climate. The share of the population that believes that successful entrepreneurs are respected in society and have high social status is 84.83%, which is significantly above the European average (72.01%) and the average of GEM countries (76.75%). Slovenia also significantly exceeds the comparative averages in terms of perceived media support for entrepreneurship (81.58% compared to 64.42% in Europe). The perception of entrepreneurship as a career path is also relatively favourable (65.20%) and exceeds the European average, although it remains slightly below the average for GEM countries.

Table 1: Societal perceptions of entrepreneurship by group of countries, GEM Slovenia 2025, APS

	Percentage of the adult population*		
	Slovenia	GEM	European countries
Entrepreneurship as a good career choice	65.20	68.83	59.82
High status to successful entrepreneurs	84.83	76.75	72.01
Media attention to entrepreneurship	81.58	71.42	64.42
Societal values (egalitarianism)	81.76	66.18	65.02

*Unweighted averages are calculated

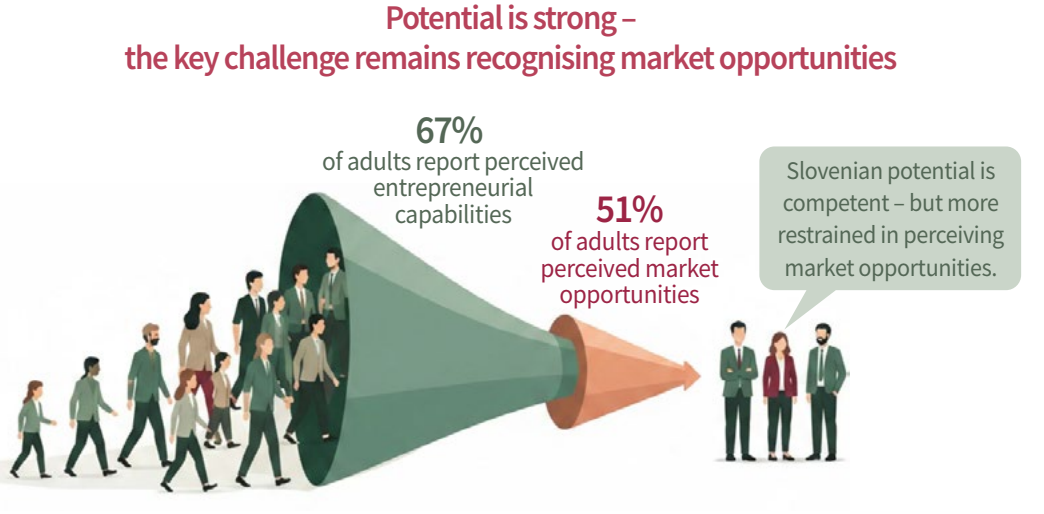
GEM Slovenia 2025, APS

A special feature of the Slovenian context is the very high perception of egalitarianism. As many as 81.76% of the adult population believe that most people think that all residents of the country should have the same or very similar standard of living, which is significantly higher than in European countries (65.02%) and GEM countries (66.18%). This combination of high social prestige of entrepreneurs and strong egalitarian values indicates that entrepreneurship in Slovenia enjoys symbolic legitimacy but operates within a value framework where economic differences and individual risks are more socially sensitive. This may partly explain why the positive social perception of entrepreneurship does not always translate directly into personal career choices.

This gap is further highlighted by an analysis of self-perceived entrepreneurial competencies and opportunities. In 2025, Slovenia ranks among the leading European countries in terms of self-perceived knowledge, experience, and entrepreneurial skills. The share of the adult population that believes it has the appropriate entrepreneurial competencies is 67.02%, which is significantly above the European average (51.50%) and above the average of GEM countries (60.83%). The indicator has improved slightly compared to 2024.

On the other hand, the perception of business opportunities in Slovenia has deteriorated. In 2025, the share of the population that perceives good opportunities for starting a business fell from 56.16% to 51.39%. Although Slovenia remains slightly above the European average (49.58%), the gap compared to countries with the highest values, such as Croatia (71.7%) and Poland (70.7%), is widening, which shows that Slovenia has relatively strong internal entrepreneurial potential, but a more cautious assessment of specific market opportunities and the business environment.

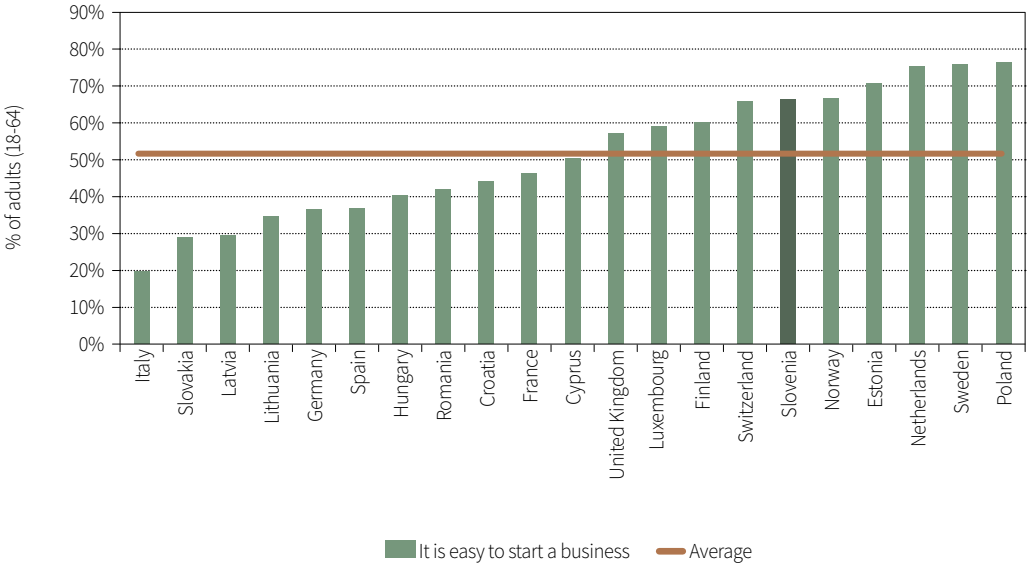
Figure 3: Opportunity perception gap



GEM Slovenia 2025, APS

An analysis of the perceived ease of starting a business show that Slovenia will remain among the countries with a relatively favourable institutional environment in 2025. The share of the population that believes starting a business is easy is 66.49%, placing Slovenia among the top European countries. Nevertheless, there has been a decline compared to 2024, confirming that favourable institutional conditions alone are not sufficient for greater entrepreneurial activity if they are not accompanied by a perception of stable and attractive business opportunities.

Figure 4: Percentage of adults who agree that starting a business is easy (in European GEM countries)



GEM Slovenia 2025, APS

In international comparison, Slovenia ranks among the countries with a lower level of fear of failure. The share of individuals who are deterred from entrepreneurship by fear of failure is 43.37%, which is lower than in European countries (49.49%) and GEM countries (47.32%) and lower than in 2024. Nevertheless, there are significant differences within the population. Among women, as many as 51% cite fear of failure as an obstacle, compared to 37% of men, which is a statistically significant difference. There are no significant differences by age, as 46% of younger people (up to 34 years old) and 42% of older people face fear of failure. The aggregate favourable picture thus masks specific obstacles in individual social groups, especially among women, where a higher fear of failure is also associated with lower self-perception of entrepreneurial competencies.

Figure 5: Perceived fear of failure by gender

Psychological barriers remain significant, particularly among women.

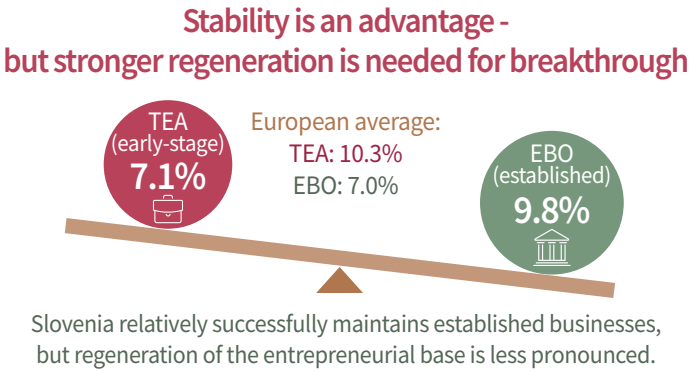
GEM Slovenia 2025, APS

The Slovenian entrepreneurial environment is thus characterized by relatively high social support and above-average internal potential, but also by caution in assessing opportunities and selective barriers among individual social groups. It is precisely this tension between legitimacy and restraint that has a significant impact on the transformation of perceptions into actual entrepreneurial activity.

Demographic and career diversity increasingly shaping the structure of entrepreneurship

The Slovenian entrepreneurial environment in 2025 is characterized by a marked structural imbalance between the stability of existing companies and the weak dynamics of new initiatives. Total early-stage entrepreneurial activity (TEA) has fallen to 7.13% (2024: 8.59%) and remains about one-third below the European average (10.32%), reflecting limited dynamics in the entry of new entrepreneurs. At the same time, the share of established entrepreneurs (EBO) reaches 9.82% and exceeds the European average (7.00%), confirming the relatively stable and sustainable core of the entrepreneurial sector.

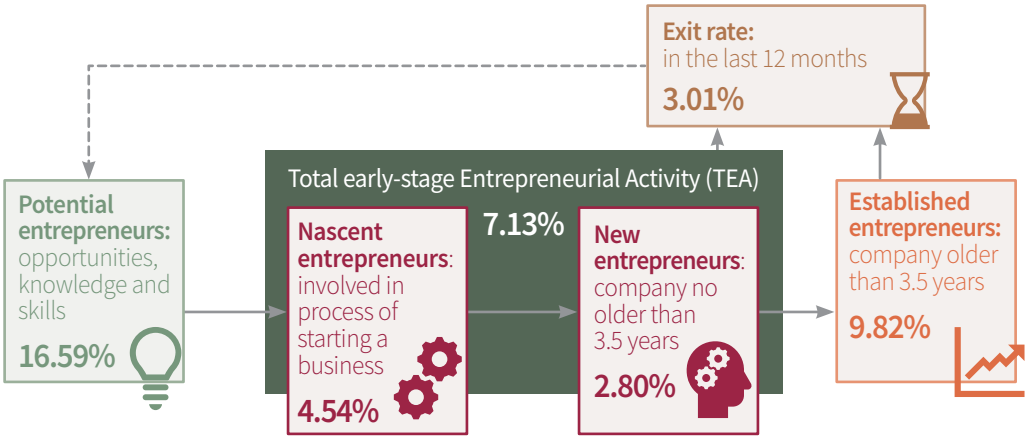
Figure 6: Ratio of early-stage (TEA) to established entrepreneurial activity (EBO)



GEM Slovenia 2025, APS

The ratio between early-stage and established entrepreneurial activity (TEA/EBO = 0.73) places Slovenia among environments with limited regeneration of the entrepreneurial base. Despite a relatively broad entry base of potential entrepreneurs (16.59%), intentions are only partially converted into actual activity, while the low exit rate does not create a significant reallocation of resources. In the last 12 months, 3.01% of adults (2024: 4.12%) have exited entrepreneurship, mostly without continuing their business activities. The sale of a company as a form of strategic exit is absent in 2025, confirming the underdeveloped markets for entrepreneurial exits.

Figure 7: Indicators of the entrepreneurial process in Slovenia



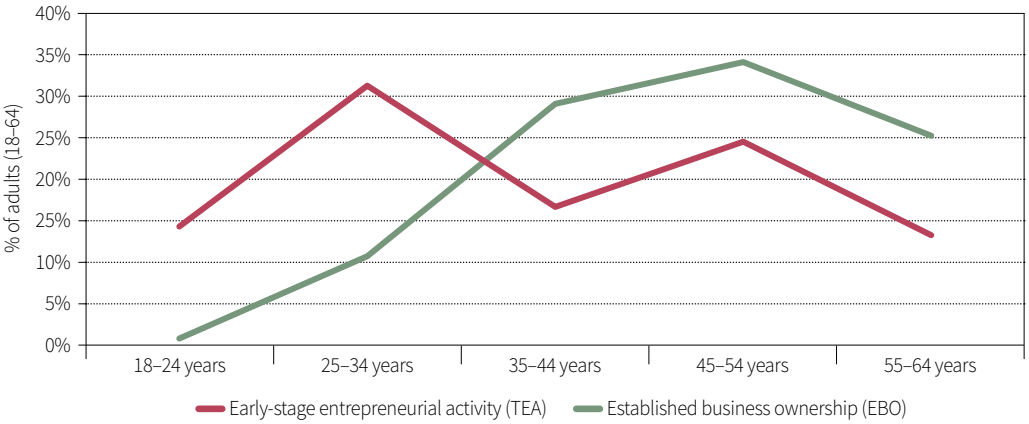
GEM Slovenia 2025, APS

The structure of the reasons for exit further reveals a specific Slovenian pattern: personal reasons account for 37.79% of all exits (Europe 14.84%), while financial or unprofitable reasons are relatively less common. The relatively high proportion of exits due to tax and administrative barriers (12.63%) indicates that the institutional environment has a significant impact on entrepreneurial decisions.

This combination of high stability and limited regeneration means that the entrepreneurial system maintains its existing structure but is slower to rejuvenate and adapt. This may have a long-term impact on its innovation dynamics and adaptability.

The demographic structure of entrepreneurship reveals selective patterns of inclusion. Early entrepreneurial activity is most concentrated in the 25–34 age group (31.33%), while the share in the 35–44 age group (16.65%) is significantly lower than the European average (27.05%). Established entrepreneurship peaks in the 45–54 age group (34.21%), confirming that stable business operations are generally established in middle age.

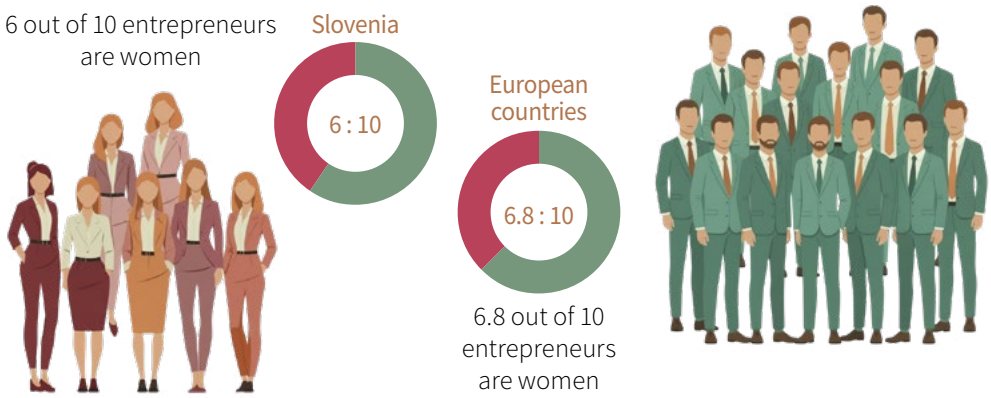
Figure 8: Entrepreneurial activity by age groups



GEM Slovenia 2025, APS

The gender structure reflects a persistent gap. The share of women among early-stage entrepreneurs is 37.6%, which is below the European average (40.1%) and the GEM average (43.3%), while the share among established entrepreneurs in 2025 reaches 40.2%, but remains significantly volatile over time. Slovenia thus ranks in the bottom third of European countries in terms of women's participation in early entrepreneurial activity, indicating less stable transitions in women's entrepreneurial careers.

Figure 9: Gender ratio in early-stage entrepreneurial activity



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The education and income profiles confirm that entrepreneurship in Slovenia is more strongly associated with higher levels of human and economic capital. More than half of early-stage and established entrepreneurs belong to the top income tertile (54.7% and 52.8%), while individuals from the bottom third are systematically underrepresented. The stability of this pattern in recent years shows that entrepreneurship in Slovenia functions primarily as an expression of the existing economic situation and less as a mechanism for social mobility.

The Slovenian entrepreneurial system is thus characterized by a stable core of established companies and relatively limited regeneration of new initiatives, with demographic and social characteristics further shaping the selective structure of entrepreneurial activity. This pattern indicates a slowdown in the structural renewal of the entrepreneurial base, as stability is not accompanied by an equally intense emergence of new generations of entrepreneurs, which may limit the adaptability and innovative dynamics of the economy in the long term.

The motivational structure of entrepreneurs reflects a combination of opportunities, necessities, and development ambitions

The entrepreneurial space in Slovenia is gradually differentiating between entrepreneurs with limited development ambitions and a segment with more pronounced growth and technological aspirations. The differentiation between development paths is becoming increasingly pronounced—from stability-oriented forms of entrepreneurship to more ambitious growth and internationalization strategies.

The motivational structure of early-stage entrepreneurs remains relatively balanced. Among them, 51.04% cite creating change in the world as an important motive, 54.20% cite wealth creation, while the share of entrepreneurship out of necessity (51.27%) is below the European average (57.63%). This distribution reflects the relatively strong presence of opportunity-oriented motives and relatively favourable conditions for entering entrepreneurship. At the same time, the low role of continuing the family tradition (20.30%) shows that entrepreneurial paths in Slovenia are more often based on individual career decisions than on intergenerational continuity.

Table 2: Entrepreneurial motivation in Slovenia and across country groups

	Percentage of early-stage entrepreneurs*					
	Slovenia		GEM		European countries	
	2024	2025	2024	2025	2024	2025
To make a difference in the world	49.86	51.04	45.95	50.83	40.82	44.35
To build great wealth or very high income	51.42	54.20	59.18	61.28	52.04	50.95
To continue a family tradition	22.31	20.30	31.31	33.62	25.13	25.92
To earn a living because jobs are scarce	51.13	51.27	67.03	67.57	59.75	57.63

*Unweighted averages are calculated

GEM Slovenia 2025, APS

Motivational patterns differ between individual groups. Younger entrepreneurs are more likely to enter for economic reasons, while older entrepreneurs place greater emphasis on broader social goals; there are also differences between the sexes. Entrepreneurship is thus shaped by different life and career contexts, which has a significant impact on subsequent development ambitions and readiness for growth.

Growth aspirations reveal an increasingly pronounced polarization of the entrepreneurial space. Among early-stage entrepreneurs, there is a simultaneous increase in the proportion of those without employment plans (28.7%) and the proportion of entrepreneurs with strong growth ambitions (35.7% expect to create six or more jobs in the next five years). Growth potential is thus concentrated in a narrow segment of entrepreneurs, while a significant part of activity remains focused on stability and self-employment models.

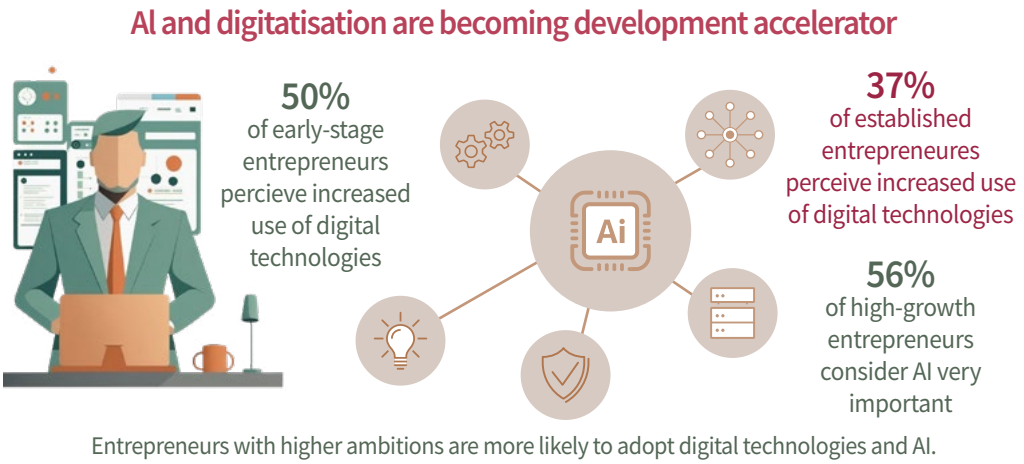
Figure 10: Structure of growth expectations among early-stage entrepreneurs

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

GEM Slovenia 2025, APS

Technological aspirations further deepen this differentiation. Approximately half of early-stage entrepreneurs (50.06%) plan to increase their use of digital technologies, while the share among established entrepreneurs is lower (36.72%) and close to the European average. Slovenia's focus on artificial intelligence is above average: its strategic importance is emphasized by 36.62% of early-stage entrepreneurs and 27.66% of established entrepreneurs (Europe: 29.26% and 21.40%). The link between technological and growth ambitions is pronounced—among entrepreneurs without employment plans, 26.6% see artificial intelligence as very important, while among those with the highest growth ambitions, the figure is 55.7%. Technology thus acts as a selective development lever, concentrated among entrepreneurs with higher development goals.

Figure 11: Technology as a driver of entrepreneurial differentiation and growth ambitions



GEM Slovenia 2025, APS

The future dynamics of Slovenian entrepreneurship will therefore depend not primarily on the scope of activities, but on the ability to transform motivation into growth ambitions and technology-supported development. The key development tension is forming between the stability-oriented part of the entrepreneurial population and the segment with more pronounced ambitions, which has greater potential for growth, innovation, and internationalization.

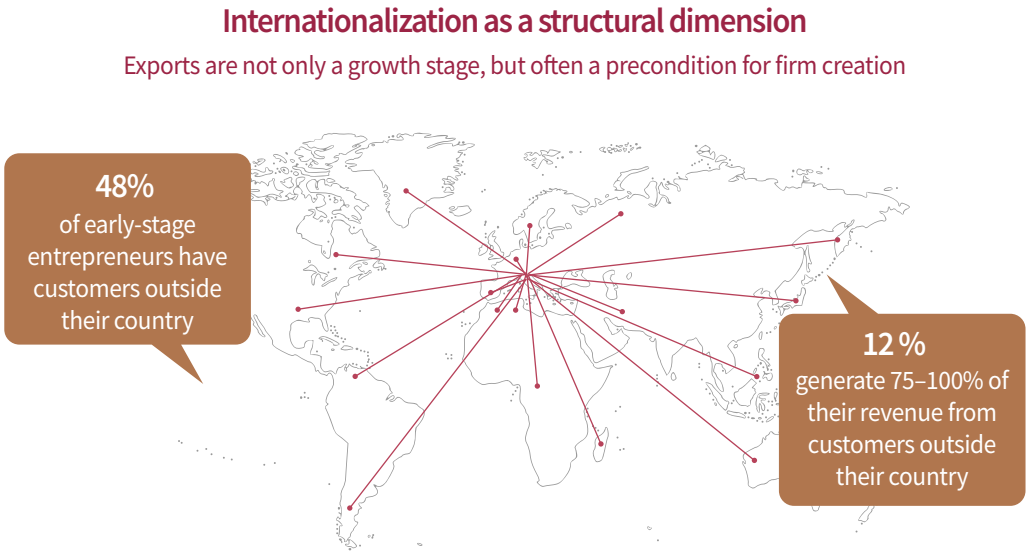
Technological aspirations are becoming a key differentiator in business development

The competitiveness of Slovenian businesses is increasingly based on a combination of internationalization, innovative differentiation, and the technological intensity of business models. Entrepreneurs are entering foreign markets relatively early, while at the same time increasingly understanding technology as a strategic lever for efficiency and differentiation, rather than merely a supporting function of business.

The international integration of Slovenian early-stage entrepreneurs remains above average. Almost half (47.91%) report having customers in a global environment, which exceeds the European average (37.59%) and the GEM average (27.72%). Internationalisation is a central

element of the business model in the early stages of many companies: 35.94% generate part of their revenue abroad, 19.95% more than a quarter, and 11.98% 75-100% of their revenue in foreign markets. This structure confirms that part of Slovenian entrepreneurship is shaped directly in the international competitive environment.

Figure 12: Internationalization as a structural dimension



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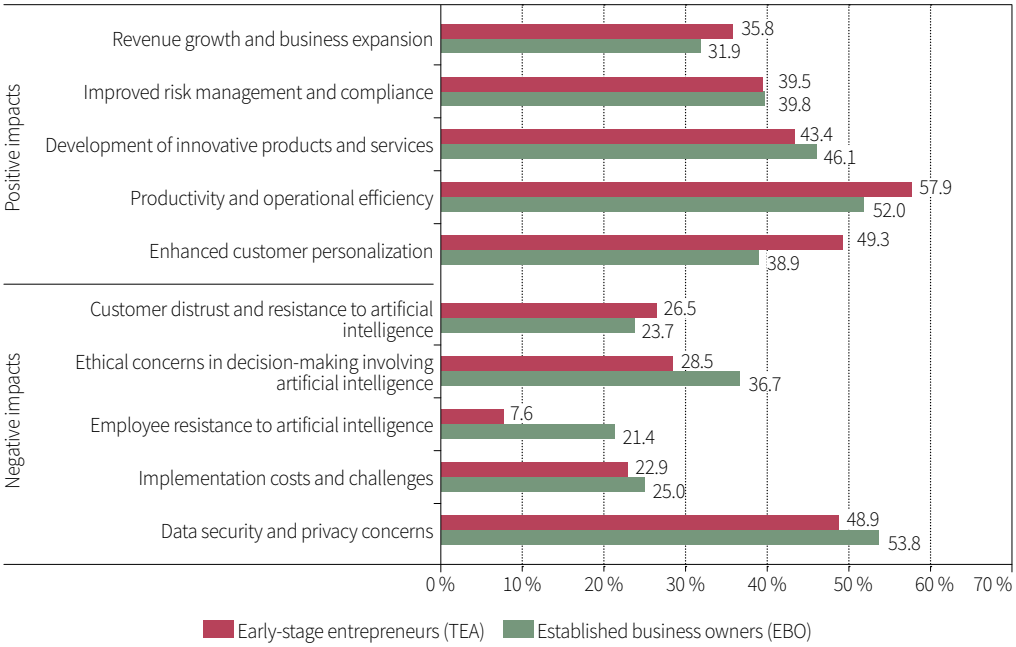
In terms of innovative differentiation, Slovenia slightly exceeds the European average, especially in the commercialization of innovations in foreign markets (0.93% compared to 0.52% in Europe). The total share of innovative differentiation (2.75%) is above the European average (2.47%), confirming a development pattern in which innovation is more often linked to internationalisation than to the domestic market.

The technological intensity of business models further deepens this differentiation. Among early-stage entrepreneurs, data analytics (55.03%; Europe 37.53%) and artificial intelligence (36.62%; Europe 29.26%), while established entrepreneurs stand out in analytics (52.55%) and cloud services (52.63%). There is also a noticeable difference in phase: early-stage entrepreneurs use technology more often for market validation and customer acquisition, while established entrepreneurs use it for operational efficiency and process standardization. Digital transformation thus deepens throughout the life cycle of a company.

Artificial intelligence presents a relatively pragmatic profile. Entrepreneurs primarily see it as a lever for productivity and process improvement (57.85% of early-stage and 51.95% of established entrepreneurs expect a positive impact on efficiency), while expectations regarding direct revenue growth are more cautious. The risks that stand out are data security and privacy, and for established entrepreneurs also organizational and ethical issues, reflecting the greater complexity of introducing advanced technologies in more mature companies.

Figure 13: Expected positive and negative impacts of AI adoption



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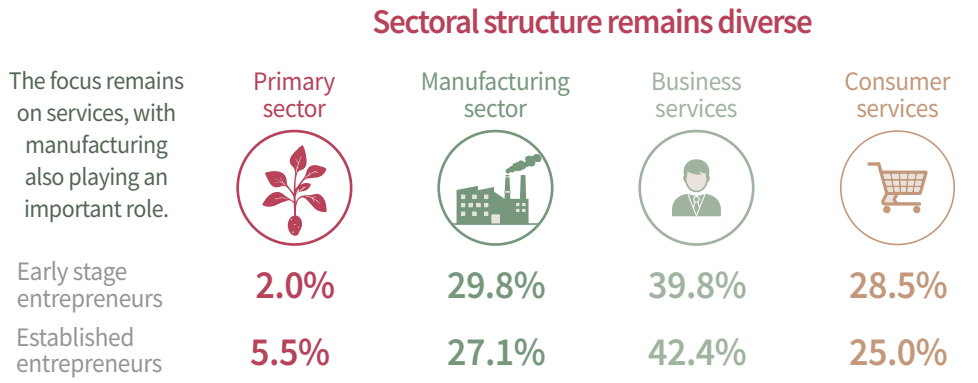
The Slovenian entrepreneurial ecosystem thus has a relatively good starting point in internationalization and data-supported digitization, but competitive advantage cannot be taken for granted. A key development tension is emerging between the technologically ambitious segment of entrepreneurs and the broader entrepreneurial population, where technology remains primarily a tool for efficiency. The long-term competitiveness of Slovenian entrepreneurship will largely depend on the ability to transform technological aspirations into systematic innovation and higher added value.

Sectoral structure and sustainability trends influence long-term development potential

Compared to most European countries, Slovenian entrepreneurship has a relatively distinct sectoral profile with higher competency requirements. In the early stages of entrepreneurship, business services (39.75%) and the manufacturing sector (29.78%) predominate, while the share of consumer services (28.48%) is significantly lower than the European average (44.83%). A similar pattern is also maintained among established entrepreneurs (business services 42.36%, manufacturing 27.14%, consumer services 25.04%). This structure reflects an entrepreneurial focus on activities that require a higher level of knowledge, specialized skills, and closer links to inter-company markets, which creates potential for higher productivity and greater export orientation.

Figure 14: Sectoral structure of entrepreneurship



GEM Slovenia 2025, APS

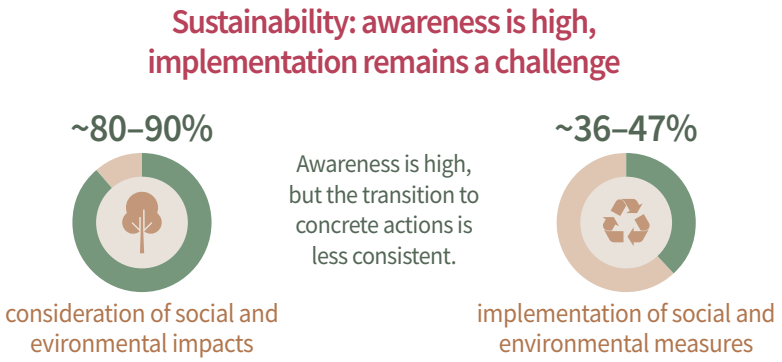
The transition from the early to the established phase of entrepreneurship is also selective. The share of business services increases, while the share of consumer services decreases, indicating that the entrepreneurial ecosystem also acts as a mechanism for sectoral selection. Companies in B2B segments are more likely to stabilize, while companies in consumer services are more often exposed to stagnation or exit. The developmental effect of sectoral structure is therefore closely linked to the success of the transition from the early stages of business to consolidation, when stable revenue streams, organizational capabilities, and more sustainable market relationships are formed.

In the area of sustainability, there is a marked gap between perception and implementation. Among early-stage entrepreneurs, 88.38% consider the social consequences of their business, and 89.37% take into account the environmental consequences; similarly high percentages are also present among established entrepreneurs. This high level of reflection confirms that sustainability is not primarily a question of awareness, but rather of the implementation capabilities of companies.

Data on the actual implementation of measures further reveal this gap. Among early-stage entrepreneurs, 36.48% implement social measures and 36.04% implement environmental measures, while among established entrepreneurs, the figures are 38.16% and 47.04%, respectively. The difference between perception and practice exceeds 50 percentage points among early-stage entrepreneurs and remains pronounced among established entrepreneurs, indicating difficulties in integrating sustainability considerations into day-to-day operational processes, especially in the early stages of business development.

Slovenia also differs from most European countries in that the proportion of social and environmental measures among early-stage entrepreneurs is almost equal, while environmental measures are generally more common elsewhere. This indicates that the barriers to introducing sustainable practices are diverse: environmental measures are often more standardized and linked to measurable effects, while social measures are more dependent on organizational and contextual factors within the company.

Figure 15: Gap between considering sustainability and taking sustainable action



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Data on awareness of the Sustainable Development Goals (SDGs) further highlight the implementation challenge. SDGs are known to 28.71% of early-stage and 27.75% of established entrepreneurs, which is below the European average, so sustainability in entrepreneurship remains primarily a general development principle rather than a systematic management tool for business decision-making.

The Slovenian entrepreneurial system thus combines a relatively favourable sectoral profile with higher added value and, at the same time, a limited ability to translate development orientations into operational practice. The key development tension arises between the structural potential of the entrepreneurial profile and the implementation capacities of companies, which will determine whether sectoral specialisation will actually be reflected in long-term competitiveness and sustainable economic transformation.

Entrepreneurship development is closely linked to the quality of the entrepreneurial ecosystem

An assessment of the entrepreneurial ecosystem based on the GEM NES survey shows that Slovenia will have certain operational advantages in 2025, but will remain structurally weaker than the European average. The entrepreneurial framework conditions (EFC), assessed on a scale from 0 to 10, are synthesized in the National Entrepreneurial Context Index (NECI), which enables international comparison of the quality of the support environment.

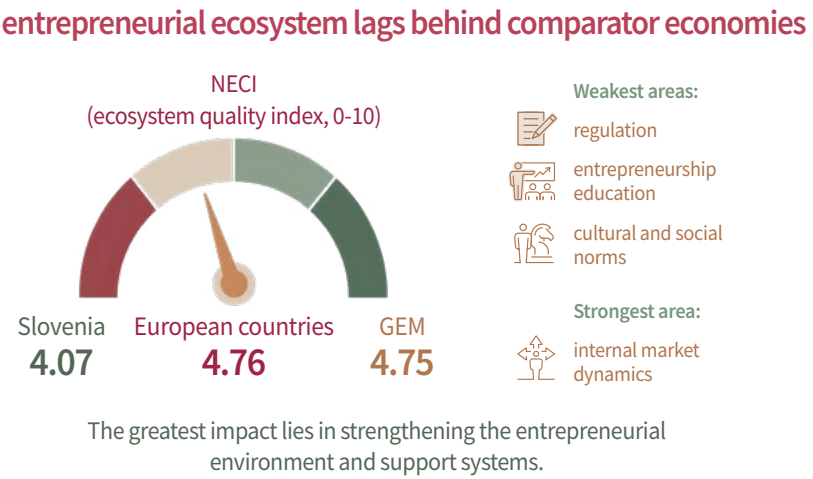
Of the 13 conditions assessed, only three in Slovenia exceeded the threshold of adequacy (≥ 5.0): physical infrastructure (5.84), internal market dynamism (5.69), and business or professional infrastructure (5.15). The dynamism of the internal market is the only one to exceed the European average (5.69; Europe 5.33), reflecting a relatively favourable perception of market opportunities. Most other dimensions remain below the threshold of adequacy and below European values.

The largest gaps appear in cultural and social norms (3.18; Europe 4.68) and government policies – regulations (3.34; Europe 4.51), reflecting the perceived administrative complexity and less encouraging institutional environment. Entrepreneurship education also remains

below the European average, both at primary and secondary school level (2.52; Europe 3.38) and after secondary school (3.96; Europe 4.89). In the area of financing, both the adequacy (3.97) and accessibility (3.71) of financial support are weak. Long-term trends indicate a gradual improvement in individual dimensions, but without any significant structural breakthrough.

The NECI synthetic indicator (4.07) places Slovenia below the European average (4.76) and below the average of GEM countries (4.75). Compared to leading European ecosystems, the Slovenian system is stable but less connected and less consistent in its support for growth-oriented and highly productive companies.

Figure 16: Entrepreneurial ecosystem quality assessment

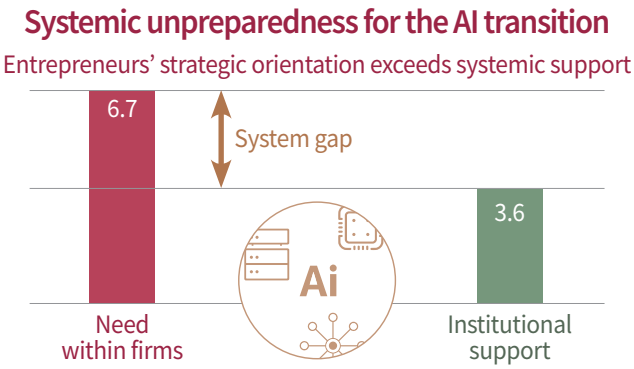


GEM Slovenia 2025, NES

The quantitative assessment is complemented by open-ended responses from experts, which reveal a multifaceted picture. Among the enabling factors, they highlight the developed support and incubation environment, digitalisation and artificial intelligence, the availability of public financial instruments for start-ups, the presence of innovation-intensive sectors (e.g. deep tech) and opportunities related to the green transition and the circular economy. At the same time, they cite administrative burdens, regulatory instability, tax burdens, limited access to capital, and a lack of systematic entrepreneurial education as key constraints. The open responses thus confirm the gap between individual development hubs and the broader institutional coherence of the system.

A similar tension emerges in the field of artificial intelligence. The perception of the need for AI development and implementation (6.72) and the link between AI and business development (6.61) exceed the European average, while employee competencies (4.98), training accessibility (3.96), and institutional support (3.59) are rated lower. The strategic orientation of entrepreneurs is thus faster than the systemic absorption capacity of the environment.

Figure 17: Gap between the perceived need for AI and available systemic support



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In terms of sustainable business, the ratings are slightly lower than last year. Environmental aspects remain relatively well rated (5.97; Europe 5.75), the overall priority of sustainable development is close to the European average (5.67), while social contribution (4.73) and perceived support for sustainable business in government policies (4.47) are weaker. Here, too, the pattern is confirmed: development orientations are recognized, but institutional support is not evenly developed.

The Slovenian business ecosystem thus combines solid infrastructure foundations and perceived market dynamics with persistent weaknesses in regulation, education, financing, and systemic support for technological and sustainable breakthroughs. The key development tension arises between the ambitions of the entrepreneurial sector and the limited cohesion of the support environment. Greater connectivity and coordination of these elements will determine whether Slovenia's entrepreneurial potential will be transformed into more sustainable growth, innovation, and higher added value in the future.

Figure 18: Composite indicators od entrepreneurship framework conditions

* Average values of individual variable blocks (principal component method), 0 = very inadequate insufficient status, 10 = very adequate sufficient status.

** Unweighted average values (principal component method) of countries within the group.

GEM Slovenia 2025, NES

Entrepreneurship Between Potential and Development Ambitions

GEM Slovenia 2025, Executive Summary

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Abstract:

The GEM survey offers an in-depth analysis of the various social, cultural, political, and economic factors that impact the entrepreneurial landscape and activities, serving as a comprehensive framework for understanding national entrepreneurial conditions. These factors play a crucial role in shaping individuals' entrepreneurial ambitions and the success of business creation and operation. Survey delivers unparalleled insights into a nation's entrepreneurial characteristics, surpassing the information available from traditional statistical sources. The study also examines individuals' and societies' attitudes towards entrepreneurship, as well as people's aspirations and capabilities for entrepreneurship, across all stages of the entrepreneurial process. By examining these aspects across different countries, GEM identifies key drivers and barriers for entrepreneurship, enabling a supportive entrepreneurial ecosystem. This edition highlights the gaps between entrepreneurial potential, the quality of entrepreneurial activity, and the effectiveness of the ecosystem in supporting transitions to growth and innovation-driven entrepreneurship.

Keywords:

Global Entrepreneurship Monitor, entrepreneurship, early-stage entrepreneurial activity, economic development, entrepreneurship ecosystem, entrepreneurship policy, sustainable business, digitalization, artificial intelligence

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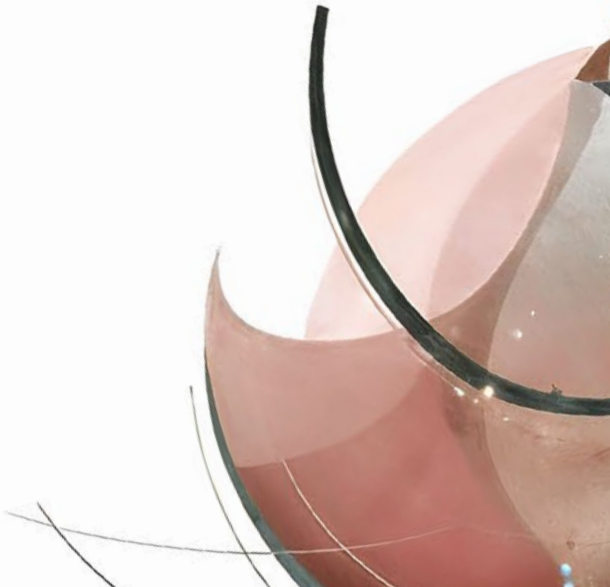
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