

“THE ENTREPRENEURIAL PROFILE VIEWED FROM AN INNOVATION PERSPECTIVE: A COMPARATIVE ANALYSIS BETWEEN LATIN AMERICAN COUNTRIES”

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The Main Purpose

- Profile of Latin American countries considering their innovation capacity

36 countries

Population - 551 Mi

GDP US\$ 2,5 Tri



Countries involved in the study:

**Argentina, Brazil, Chile,
Colombia and Mexico**

Population - 390 million
71% LA

GDP - US\$ 2 Tri
81% LA



Authors referred

Studying Entrepreneurship

- Drucker
- Fillion
- Degen
- McClelland
- Schumpeter
- Carland
- **GEM Model**

Authors referred

Innovation within Companies

- Rogers
- Van de Ven
- Schumpeter
- Freeman
- Luecke
- Dosi
- Possas
- Bell and Pavitt
- Figueiredo

Main Entrepreneurial Rates of Latin American Countries

RATE OF ENTREPRENEURIAL ACTIVITY IN LATIN AMERICAN COUNTRIES – 2006.

MAIN RATES (%)	Countries					
	MX	AR	BR	CL	CO	Average Countries
Early Stage Entrepreneurs (TEA)	5.3	10.2	11.6	9.2	22.5	11.8
Opportunity – driven Entrepreneurs	3.4	7.5	6.0	6.6	13.7	7.4
Necessity-driven Entrepreneurs	1.2	2.6	5.6	2.6	8.7	4.1

Main Entrepreneurial Rates of Latin American Countries

RATE OF EARLY STAGE ENTREPRENEURS BASED ON THE CHARACTERISTICS OF ENTREPRENEURS IN LATIN AMERICAN COUNTRIES – 2006.

CATEGORIES	Rate of Early Stage Entrepreneurs(%)					
	AR	BR	CL	CO	MX	Average Countries
Men	13.9	13.7	11.4	28.0	6.1	14.6
Women	6.6	9.6	7.0	17.3	4.5	9.0
	Proportion (%)					
Extractives sector	4.3	2.5	7.3	3.3	0.0	3.5
Transformation sector	40.8	47.3	25.6	49.4	56.9	44.0
Business-oriented services	9.9	9.9	14.3	7.7	6.7	9.7
Consumer-oriented services	45.0	40.4	52.8	39.6	36.4	42.8

SOURCE: Field research - GEM 2006

- Data -

2006 GEM cycle - 9,684 interviewees

Innovation Potentiality – GEM Model

1. the consumer perception of product newness
2. number of players from competitiveness
3. age of technology

Minimum Innovation Potentiality

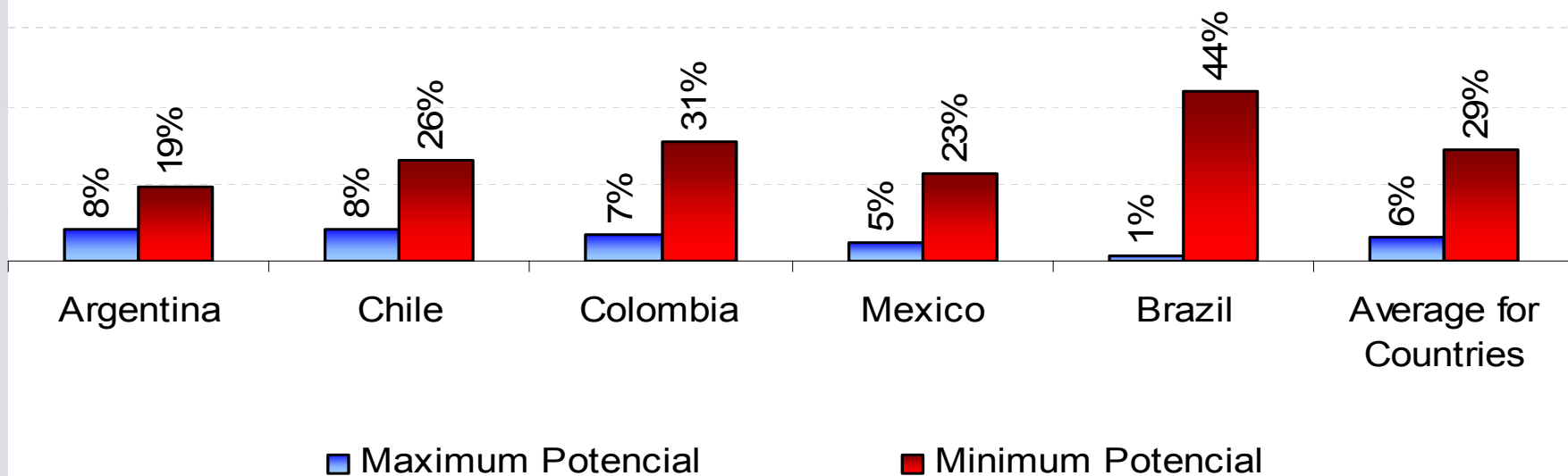
- (a) none of the potential customers consider the product or service new and unknown
- (b) competitiveness is offering the same products and services
- (c) technology and processes used in the business have been available for over one year

Maximum Innovation Potentiality

- (a) consumers consider the product/service as unknown
- (b) there is a low level of competitiveness
- (c) technology and processes used are new

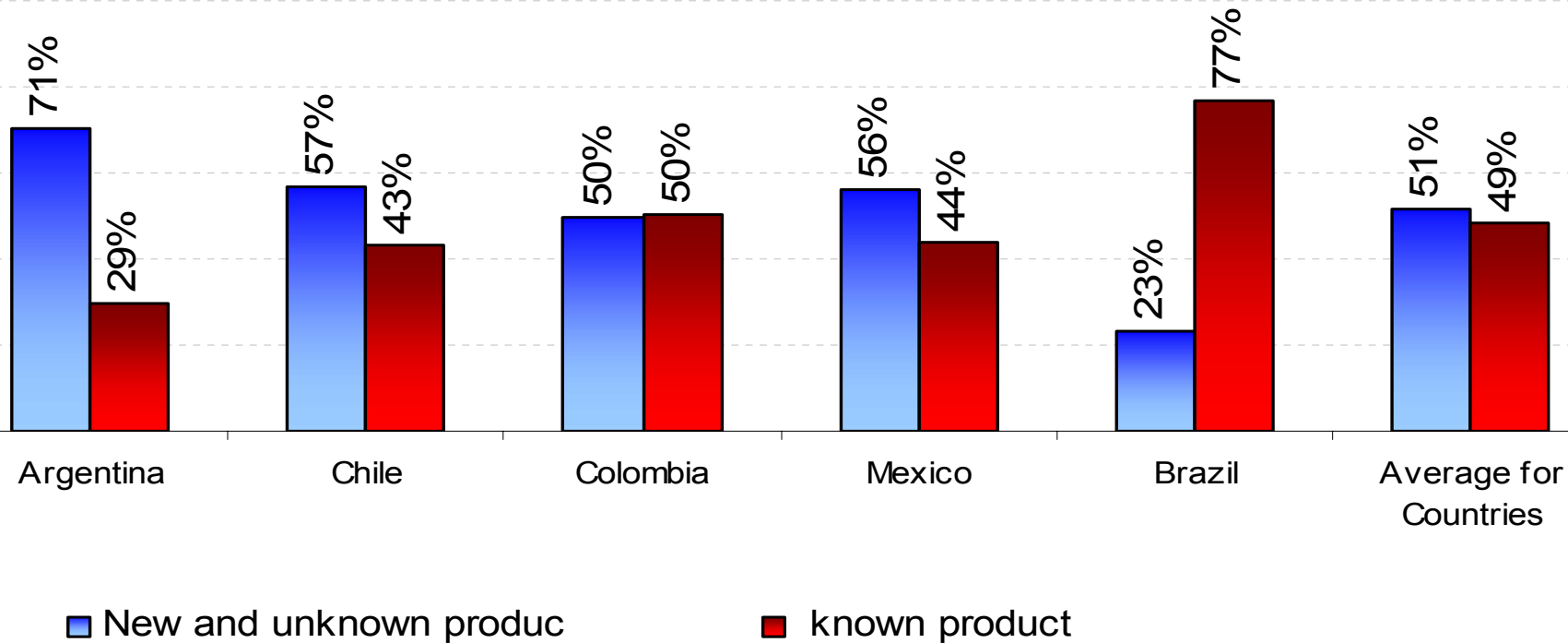
INNOVATION POTENTIAL IN LATIN AMERICAN COUNTRIES – 2006.

Innovation Potential
 Early - Stage Entrepreneurial Activity



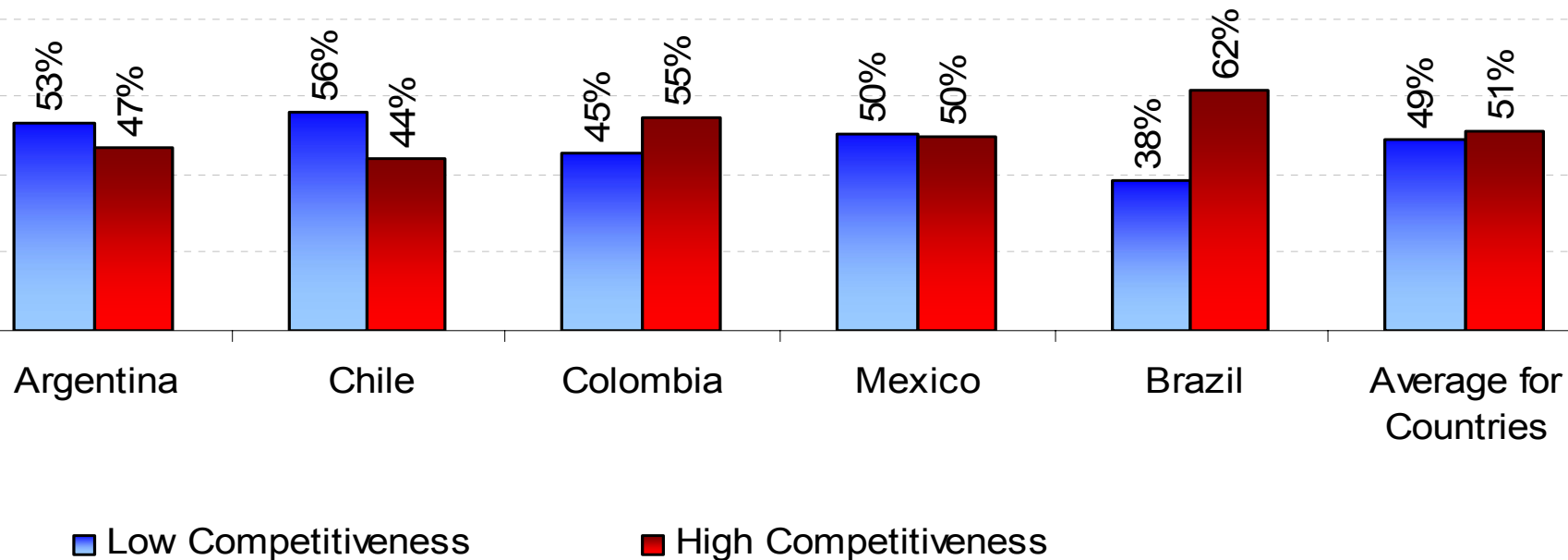
LEVEL OF NEWNESS PERCEPTION IN LATIN AMERICAN COUNTRIES – 2006.

Consumer newness perception of the product Early stage entrepreneurial



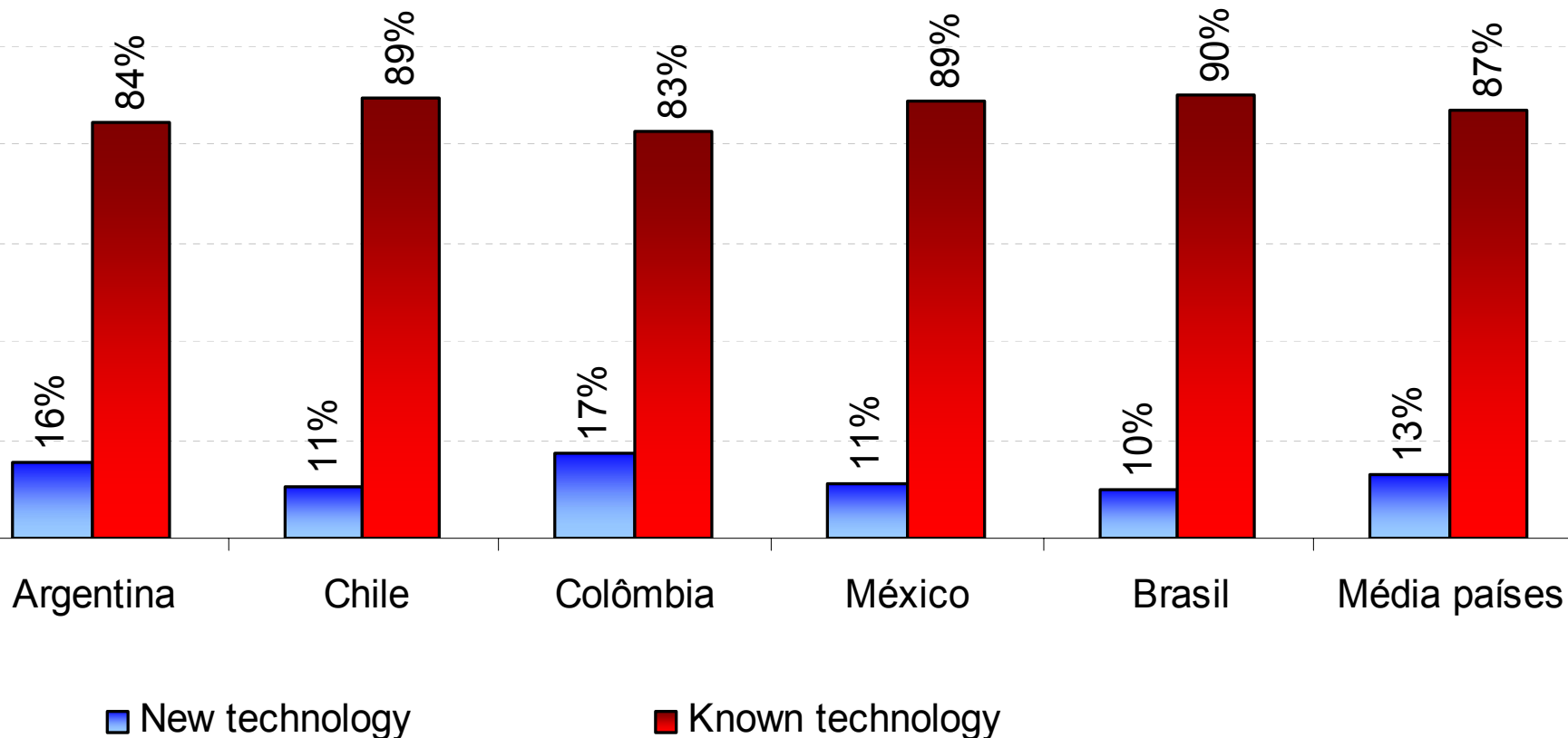
LEVEL OF COMPETITIVENESS IN LATIN AMERICAN COUNTRIES – 2006.

Level of competitiveness
 Early - Stage Entrepreneurial Activity



AGE OF TECHNOLOGY IN LATIN AMERICAN COUNTRIES – 2006.

Age of technology
Early - Stage Entrepreneurial Activity



The Profile of Maximum Innovation Potentiality Entrepreneur in Latin America

- Opportunity-driven
- Men
- Young
- Higher education level
- Transformation and consumer-oriented sectors

The Profile of Maximum Innovation Potentiality Entrepreneur in Latin America - Motivation -

	NEW AND UNKNOWN PRODUCT	LOW COMPETITION	NEW TECHNOLOGY
% OPPORTUNITY DRIVEN	69	68	60
	59	60	64
	KNOWN PRODUCT	HIGH COMPETITION	KNOWN TECHNOLOGY

The Profile of Maximum Innovation Potentiality Entrepreneur in Latin America - Gender -

	NEW AND UNKNOWN PRODUCT	LOW COMPETITION	NEW TECHNOLOGY
% MEN	63	62	61
	59	60	61
	KNOWN PRODUCT	HIGH COMPETITION	KNOWN TECHNOLOGY

The Profile of Maximum Innovation Potentiality Entrepreneur in Latin America - Age Group -

		NEW AND UNKNOWN PRODUCT	LOW COMPETITION	NEW TECHNOLOGY
% AGE GOUP	25 to 34	35	33	29
	35 to 44	26	25	34
	25 to 34	30	32	33
	35 to 44	25	26	24
		KNOWN PRODUCT	HIGH COMPETITION	KNOWN TECHNOLOGY

The Profile of Maximum Innovation Potentiality Entrepreneur in Latin America - Education Level -

GROSS PERCENTADGE OF EDUCATION IN THE SELECTED LATIN AMERICAN COUNTRIES – 2003

COUNTRIES	Rate of children enrolled in school *		
	Fundamental Education	Medium Education	Superior Education
Argentina	112	86	64
Brazil	141	102	22
Chile	99	88	43
Colombia	110	71	24
Mexico	109	79	22

SOURCE: World Bank

* Note: Rates refer to the number of children enrolled with the respective school levels, regardless of their correct age. In this case, when gross percentage exceeds 100% it means there are many children flunking or joining the educational system untimely.

The Profile of Maximum Innovation Potentiality Entrepreneur in Latin America - Activity Sector -

		NEW AND UNKNOWN PRODUCT	LOW COMPETITION	NEW TECHNOLOGY
% ACTIVITY SECTOR	Transformation sector	47	45	43
	Company-oriented services	10	9	13
	Consumer- oriented services	40	42	37
	Transformation sector	48	49	48
	Company-oriented services	9	10	9
	Consumer- oriented services	39	38	40
		KNOWN PRODUCT	HIGH COMPETITION	KNOWN TECHNOLOGY

FATORES QUE DIFICULTAM AS ATIVIDADES EMPREENDEDORAS NOS PAÍSES SELECIONADOS – 2006

PAÍSES	Fatores que dificultam			
	Acesso a Recursos Financeiros	Cooperação entre Instituições	Transferência de P&D	Políticas Governamentais
Argentina		X		
Brasil	X	X		
Chile	X		X	
Colômbia	X		X	X
México			X	

Obrigada pela Atenção!
Thank you!

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