

# Gen Z & Entrepreneurship *in* Denmark

Toward a New  
Entrepreneurial Paradigm

# Executive Summary

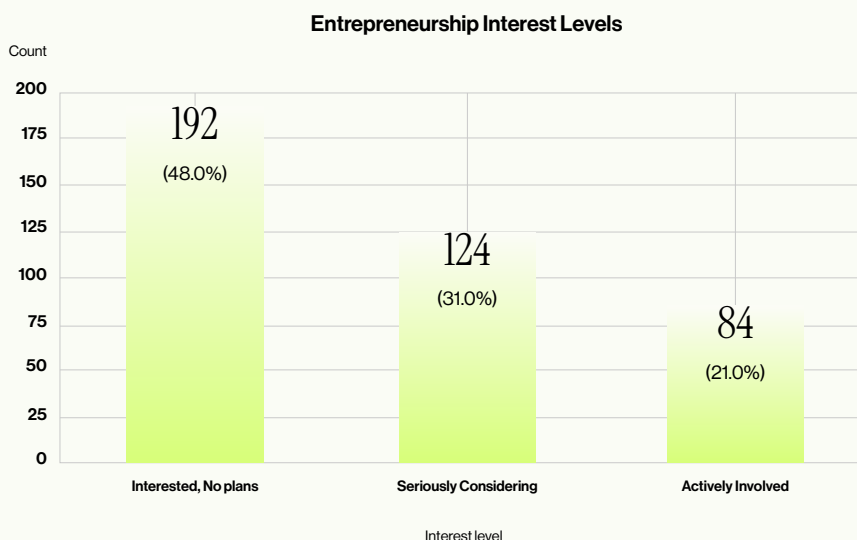
This report consolidates findings from both quantitative research (survey of **400 Gen Z participants**) and qualitative interviews with five young entrepreneurs in Denmark, validated against existing international research. The mixed-methods approach reveals nuanced insights into Gen Z's entrepreneurial motivations, barriers, and support needs that align with global trends while providing Denmark-specific quantification. Key findings include the dominance of financial barriers despite strong motivations for autonomy and purpose, significant challenges in balancing profit with purpose, and widespread gaps in the entrepreneurial support ecosystem. The qualitative interviews provide rich context and personal narratives that deepen our understanding of the quantitative data, offering valuable insights for policy development and support program design.

# 1. Demographics *and* Entrepreneurial Interest: The Interest-Action Gap

## Demographics and Entrepreneurial Interest: The Interest-Action Gap

The study surveyed **400** Gen Z participants (**61.75%** male, **38.25%** female) aged 16-30 (mean: 23.3 years) in Denmark. The findings reveal a significant “interest-action gap” that characterizes Gen Z’s entrepreneurial landscape and aligns closely with international research patterns. While all participants were screened to have some level of entrepreneurial interest, only **21%** have translated this into active involvement, suggesting substantial untapped potential within this demographic.

This interest-action gap strongly validates findings from the Global Entrepreneurship Monitor (GEM) reports, which consistently show similar gaps across developed countries, with **45-60%** interest rates but only **15-25%** action rates across EU countries (Reynolds et al., 2005; Bosma et al., 2020). Research on entrepreneurial intentions and behavior gaps (Krueger, 2007; Sheeran, 2002) could provide theoretical framework for understanding this phenomenon, suggesting our Danish findings reflect broader international patterns rather than country-specific anomalies.



The three distinct engagement levels identified—**48.00%** (n=192) interested in entrepreneurship but have no current plans; **31.00%** (n=124) seriously considering starting a business in the near future; and **21.00%** (n=84) actively

involved in starting or running a business—mirror patterns documented in entrepreneurship research, which has noted that startup rates in Denmark are lower than in some other Nordic countries, despite a strong national innovation ecosystem.

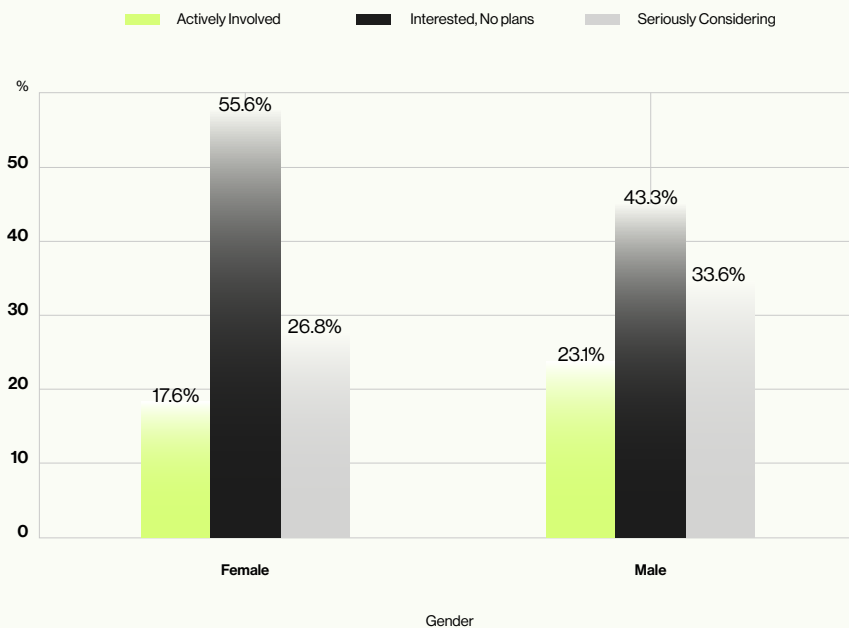
## Gender Disparities in Entrepreneurial Conversion

Gender differences are particularly striking and align with extensive international research. Males demonstrate higher rates of active entrepreneurial involvement (**23.08%** vs. **17.65%** for females) and serious consideration (**33.60%** vs. **26.80%**). This 5.43 percentage point gap in active involvement validates findings from the Diana Project research, which has consistently documented gender gaps in entrepreneurial participation across developed economies (Brush et al., 2004).

**“[the] Equal founding gender gap in Denmark is present but silent.”**

– Survey Respondent

Entrepreneurship Interest by Gender



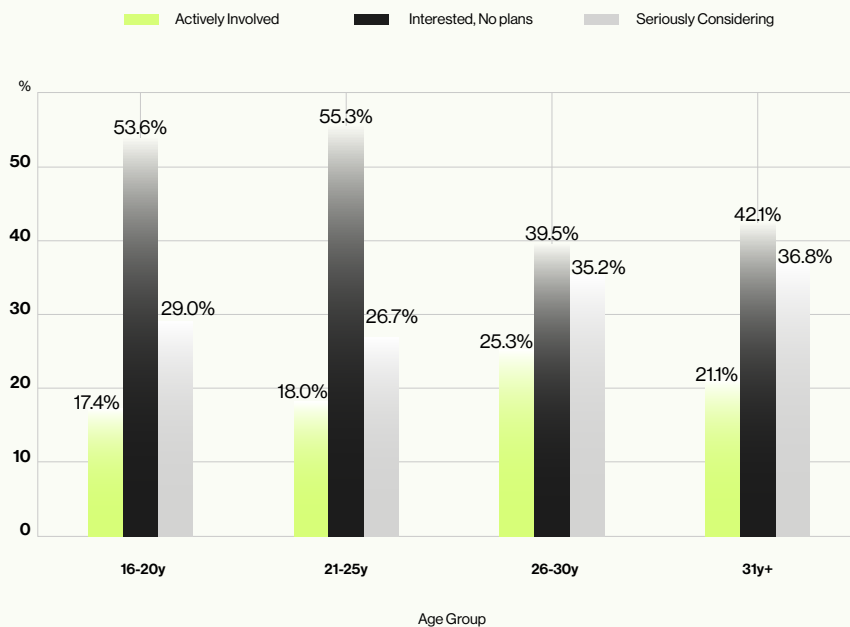
The Global Entrepreneurship Monitor's cross-country analyses show similar gender gaps, and this pattern persists even in gender-equality leading countries (Kelley et al., 2017). Nordic research has specifically noted that Nordic countries, despite their leadership in gender equality, still exhibit entrepreneurship gender gaps, making our Danish findings particularly relevant to regional policy discussions.

Survey feedback reinforces these patterns: “[the] Equal founding gender gap in Denmark is present but silent.” suggesting that while overt discrimination may be less visible, structural barriers persist. European Commission studies on women’s entrepreneurship have documented similar “silent” barriers that affect women’s entrepreneurial conversion rates (European Commission, 2019).

## Cultural and Age-Related Barriers

Age-related patterns reveal that entrepreneurial development follows a complex trajectory that aligns with developmental entrepreneurship research. The highest age group (25-30) shows the highest rate of active involvement (**25.31%**), while the youngest group (16-20) has the second highest percentage with interest but no concrete plans (**53.6%**) and lowest involvement (**17.4%**), likely due to being in a more general phase of orientation or enrolled in educational programs. This pattern corresponds with research on entrepreneurial development showing that the mid-twenties represent a peak period for entrepreneurial action due to the combination of accumulated skills and lower life complexity (Lévesque & Minniti, 2006).

**Entrepreneurship Interest by Age group**



However, cultural barriers appear to affect all age groups, as one respondent noted: “More positiveness around youth in general [...]; Denmark seems to have a very discouraging energy towards this generation in general, especially in the media.” This cultural dimension aligns with research on entrepreneurial ecosystems showing that cultural attitudes significantly influence entrepreneurial activity rates across countries (OECD, 2022).

## 2. Motivational Drivers: The Convergence of Purpose, Passion and Profit

### Primary Motivational Architecture Validation

The quantitative and qualitative data converge to reveal a sophisticated motivational architecture that distinguishes Gen Z entrepreneurs from previous generations and strongly aligns with recent generational research. The primary motivations identified—pursuing personal passions and interests (**52.25%**), building wealth and financial independence (50.00%), being their own boss and having autonomy (**45.50%**), having control over work schedule (44.75%), and making a positive social impact (**36.25%**)—closely match findings from Deloitte's Global Millennial and Gen Z Survey (Deloitte, 2023).

This alignment with international research validates that Danish Gen Z entrepreneurs share global generational characteristics rather than exhibiting purely local patterns. This is nothing new but seems to not have been addressed successfully: research on entrepreneurial motivation has specifically documented the increasing importance of passion and purpose among younger entrepreneurs for a long time, suggesting this represents a general shift (Shane et al., 2003; Carsrud & Brännback, 2011).

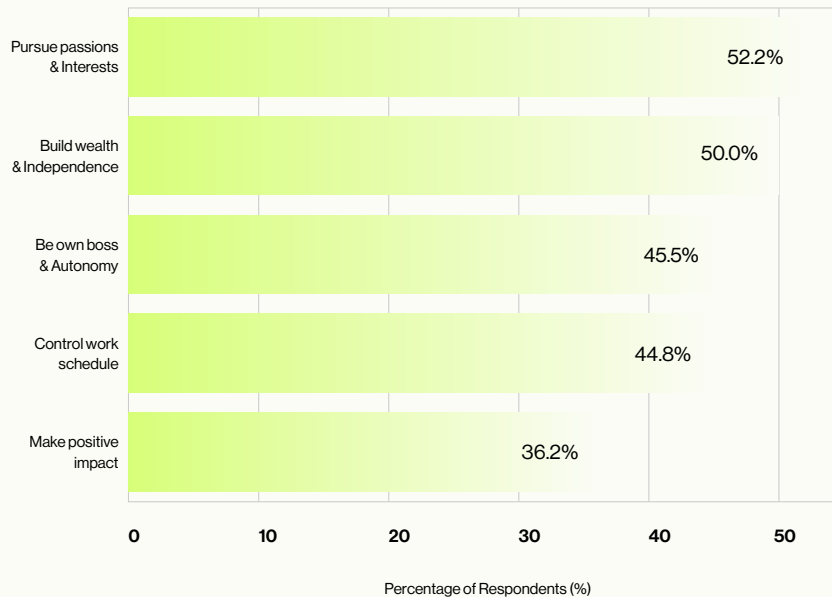
What emerges from both our datasets and supporting literature is that Gen Z entrepreneurs are not choosing between purpose and profit, but rather seeking to integrate both in ways that previous generations might not have prioritized. Research on generational differences in work values confirms that while Gen Z values purpose highly, they don't sacrifice financial viability for it—exactly matching our finding that social impact motivation (**36.25%**) is significant but secondary to financial and passion motivations (Twenge et al., 2010).

The desire for meaningful work, as expressed by one entrepreneur: *"I have always been very interested in finding ways to earn a living outside of the typical circumstance of working from 9AM to 5PM and I deeply believe that entrepreneurship is the way to do so."* aligns with broader research on Gen Z work preferences documented in multiple generational studies.

**"I have always been very interested in finding ways to earn a living outside of the typical circumstance of working from 9AM to 5PM and I deeply believe that entrepreneurship is the way to do so."**

—Survey Respondent

### Motivations for Entrepreneurship



### Novel Contribution: Motivational Evolution Across Entrepreneurial Stages

A particularly striking finding that appears to provide novel contribution to the literature is how motivations evolve across entrepreneurial stages. Those “seriously considering” entrepreneurship show peak motivation levels (**59.68%** for both financial independence and pursuing passions), while those “actively involved” report lower motivation percentages (**44.05%**).

This pattern of motivation decline during implementation represents a new quantitative insight that extends beyond existing entrepreneurship literature, which has typically focused on initial motivation rather than motivation evolution through the entrepreneurial process. This suggests that the transition from planning to implementation involves a “motivation reality check” where the practical challenges of entrepreneurship temper initial enthusiasm—a finding that has significant implications for support system design.

Environmental influences on motivation development align with established research on entrepreneurial exposure and role models. Family exposure, educational experiences, and peer influences all emerged as critical factors, as one respondent noted: *“Throughout my childhood, I always had a small infrastructure for entrepreneurship from my father, but especially through university, where I studied design and innovation at DTU, where there was*

*a strong focus on entrepreneurship.*” This validates research on entrepreneurial ecosystems and the importance of early exposure documented in entrepreneurship education literature (Krueger, 2003).

### 3. Financial Barriers: *An Overwhelming Challenge, Even Beyond Capital*

#### The Overwhelming Financial Burden - International Context

Financial barriers emerged as the dominant challenge in both our datasets (representing **46%** of all challenges mentioned) and this finding receives extensive validation from international research. OECD studies on SME financing consistently identify access to finance as the #1 barrier across member countries, while European Investment Bank research specifically documents financing gaps affecting young entrepreneurs disproportionately (OECD, 2021; EIB, 2020).

Research has consistently shown that financial barriers particularly affect young entrepreneurs, who lack established credit histories, collateral, and business track records (Robb & Robinson, 2014). Our Danish findings align precisely with these international patterns while providing specific quantification of the Danish context.

However, our qualitative data revealed that financial barriers extend far beyond simple lack of startup capital to include hidden costs, systemic access issues, and particular challenges for purpose-driven ventures. The interviews unveiled hidden costs that young entrepreneurs often discover only after beginning their journey: *“Starting a new business without a large turnover is very expensive. First, opening a business requires a lot of [what seems to be] irrelevant advice, and then opening a bank account, which is also not inexpensive. Additionally, having VAT reports and the annual report created is very costly. Thus, there are many hidden costs that [an individual] does not think about when [they] go out and start a business.”*

#### Danish-Specific Financial Infrastructure Challenges

Denmark’s financial infrastructure appears particularly challenging for young entrepreneurs, as one interview participant explained: *“Obtaining [capital] to start a business is always a challenge, and it is also my experience that it is definitely a problem in Denmark. It is difficult to obtain a business license, it is difficult to get business credit, and it is generally relatively difficult to borrow money in Denmark.”*

**“It is difficult to obtain a business license, it is difficult to get business credit, and it is generally relatively difficult to borrow money in Denmark”**

– Survey Respondent



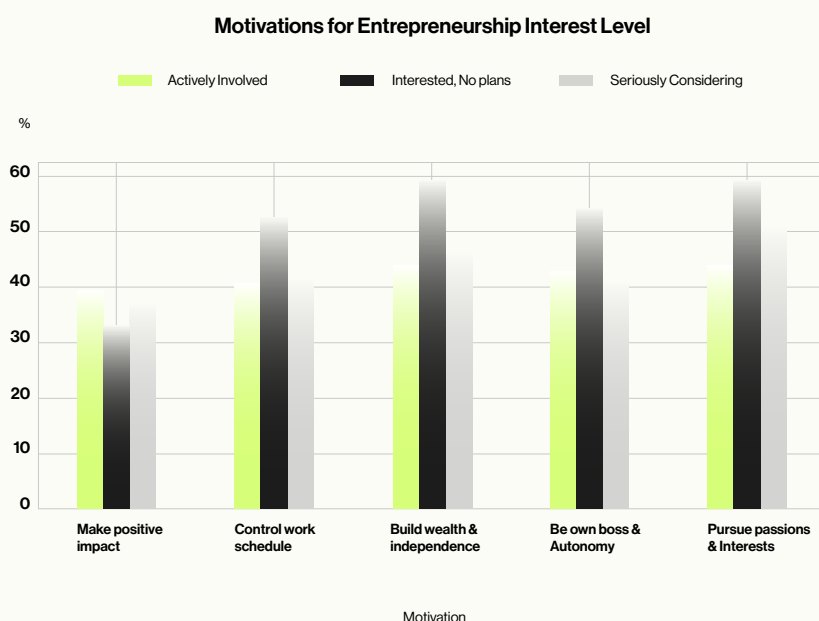
This finding receives validation from World Bank “Ease of Doing Business” reports, which have noted Denmark’s business registration and banking costs as above EU average, despite the country’s overall favorable business environment (World Bank, 2020). This creates a particular contradiction where Denmark offers a supportive policy environment but practical financial barriers remain substantial.

## Creative Financial Solutions and Bootstrapping Innovation

Despite these barriers, our interviews revealed remarkable creativity in financial problem-solving that extends existing research on entrepreneurial bootstrapping. While research on bootstrapping strategies provides theoretical framework (Winborg & Landström, 2001), our study documents specific contemporary approaches used by Gen Z entrepreneurs.

**“(..) our approach to overwhelming economic challenges has been to create a business model that is tied to the circular economy (...)”**

– Survey Respondent



Sophisticated multi-stream strategies emerged: *“Holding a part-time job to secure readily available funds has been beneficial. With these funds, [one can] invest in a side business... [and] gradually build an economy and a satisfactory product.”* This approach of combining employment, side businesses, and gradual investment represents an evolution of traditional bootstrapping strategies documented in entrepreneurship literature.

Alternative funding models are also emerging: *“Over time, our approach to overwhelming economic challenges has been to create a business model that is tied to the circular economy so that we either rent or lease our products out and when we sell our products, we only sell them after we have received payment.”*

These models align with emerging research on circular economy business models but represent practical innovations by young entrepreneurs.

Resource sharing and bartering approaches: *"I helped one of my friends [with] branding, and in return, she helped me a lot with some tech setups"* reflect collaborative economy principles that Gen Z entrepreneurs appear to be applying organically to overcome resource constraints.

## 4. Administrative and Regulatory Complexity: *The Hidden Entrepreneurial Tax*

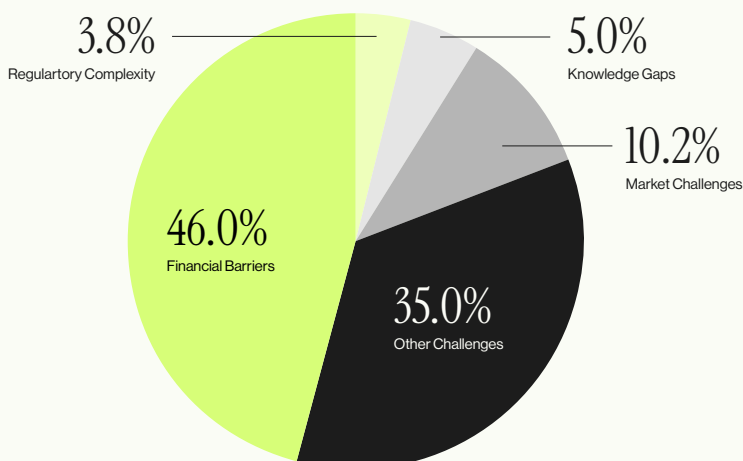
### The Bureaucratic Burden - Research Context

While regulatory complexity represented only **3.75%** of explicit challenge mentions in our survey, the interviews suggest that administrative burdens represent a significant "hidden tax" on young, active entrepreneurs.

This finding aligns with OECD research showing that regulatory burden disproportionately affects small and new businesses, and research documenting regulatory compliance costs as particularly challenging for startups (OECD, 2019).

One entrepreneur captured the scale of this challenge: *"I think the most challenging thing is all the bureaucracy [...]. All the rules, processes, deadlines, systems, and everything else you have to keep track of. Tax rules, accounting rules [...] the whole administrative part of it is the most challenging, I think."*

Distributions of Entrepreneurial Challenges



This validates research findings that administrative complexity represents “hidden costs” of entrepreneurship and that young entrepreneurs are particularly affected by regulatory complexity due to their limited experience with business administration (Parker & Robson, 2004). But the core issue might be the cognitive shift from an innovator’s mindset to that of an administrator. Even though Danish bureaucracy might be less of a limiting factor compared to other countries, for a generation motivated by passion and purpose, being forced to contend with a (subjectively perceived) complex administrative system of any kind can be profoundly discouraging. Regulatory complexity, while not the most cited barrier, seems to function as a critical underlying stressor to young, active entrepreneurs, suggesting the need for support or guidance navigating this complexity.

### Tax System Complexity and Burden

The Danish tax system emerged as a particular concern in regards to bureaucracy in both surveys and interviews. Administrative complexity compounds the tax burden: *“Entrepreneurs need to invest a lot of time and energy to understand and meet the relevant requirements, increasing the cost and difficulty of entrepreneurship.”*

This finding aligns with comparative tax research showing that while Nordic countries offer many business advantages, tax complexity and rates can create barriers for new businesses, particularly those in early growth phases.

**“Entrepreneurs need to invest a lot of time and energy to understand and meet the relevant requirements, increasing the cost and difficulty of entrepreneurship.”**

– Survey Respondent

## 5. Market Challenges and Scaling Difficulties

### The Danish Market Paradox - Nordic Context

Denmark presents a unique market paradox that aligns with broader research on small economy entrepreneurship. While the country offers a supportive business environment, its small domestic market creates fundamental scaling challenges. Our finding that market challenges represented **10.25%** of survey mentions aligns with research on small open economies showing that market size constraints require earlier internationalization, increasing complexity and resource requirements for young businesses (Oviatt & McDougall, 2005).

The “limbo situation” described by one entrepreneur — *“Funding was accessible due to [the business] being slightly leveraged, [they] did not consider themselves sufficiently advanced in the process, yet they were sufficiently advanced to sell to customers; however, [they] could not produce*

*enough product to meet customer demand.*”—represents a scaling challenge particularly relevant to small domestic markets.

Competition intensity reflects broader patterns: *“The amount of competition, which will most likely destroy your business before it even starts,”* aligning with research showing that concentrated small markets can create intense competitive pressures that are particularly challenging for new entrants (Porter, 1980).

### **Purpose-Driven Venture Challenges**

Purpose-driven ventures face additional market challenges that align with emerging research on sustainable entrepreneurship: *“I think the most difficult thing is that having an environmentally-friendly business is so much more expensive compared to what customers are willing to pay.”* This tension between sustainability costs and consumer willingness to pay has been documented in environmental entrepreneurship research and represents a structural challenge for the purpose-driven ventures that Gen Z entrepreneurs favor (Dean & McMullen, 2007).

**“I think the most difficult thing is that having an environmentally-friendly business is so much more expensive compared to what customers are willing to pay.”**

— Survey Respondent

## **6. The Purpose-Profit Integration Challenge: Novel Quantitative Insights**

### **Quantifying the Values-Business Tension**

Our quantitative data revealed a fascinating tension that appears to provide novel contribution to entrepreneurship literature: respondents expressed moderate to high concern (4.36/6.0) that investors might compromise their social or environmental goals, yet showed similar willingness to seek private investment (4.38/6.0). While research on “hybrid entrepreneurs” (Doherty et al., 2014) and social entrepreneurship (Dees, 2012) has described this tension qualitatively, our study provides specific quantification of this central challenge.

The concern about investor influence increases with entrepreneurial experience (from 4.24 for those with interest only to 4.51 for those actively involved), suggesting that practical experience heightens awareness of potential conflicts. This progressive awareness represents a new insight into how entrepreneur perspectives evolve through experience.

## Diverse Integration Strategies

The interviews revealed diverse strategies for navigating purpose-profit integration, extending beyond existing research frameworks. Some entrepreneurs successfully embed values directly into business models: *"I often see myself as an advocate for the circular economy. As Chief Design Officer in the company, it is my responsibility to ensure that our values of the circular economy and sustainable development are also recognized in our product development."*

Others view strategic compromise as necessary: *"It is clear that when you run a business based on sustainability, economics and sustainable values must go hand in hand. Sometimes it is necessary to compromise."* This pragmatic approach aligns with emerging research on sustainable business model innovation showing that successful ventures often require iterative balancing of multiple objectives (Bocken et al., 2014).

Interestingly, one entrepreneur advocated complete separation: *"I think that it's very dangerous to develop passions for a business... I think that you need to be passionate in generating wealth and making the business profitable."* This contrasts with the passion integration approach favored by others, suggesting multiple viable strategies for managing purpose-profit tensions.

## Investment Alignment Challenges

Survey respondents expressed desire for alternative funding mechanisms: *"I think it would be helpful to get funding from the government or any neutral organization so that the entrepreneur could realize the vision without the pressure from private investors."* This aligns with emerging research on impact investing showing demand for funding models that better align with purpose-driven entrepreneurship (Höchstädter & Scheck, 2015).

The structural challenge was noted: *"The general consensus of capitalism, and being unethical [...], which is a global problem also seen in Danish startups/firms, [is that] one has to choose between pleasing investors at times [and] compromising one's own values and ethics."* This systems-level perspective aligns with research on institutional logics in entrepreneurship showing how broader economic systems can create tensions for individual entrepreneurs (Thornton et al., 2012).

**"I think that you need to be passionate in generating wealth and making the business profitable."**

– Survey Respondent

## 7. Support Ecosystem Gaps and Isolation Challenges

### The Accessibility Crisis - International Context

While our quantitative data showed high demand for financial support (31.5%) and education/mentorship (21.25%), the qualitative interviews revealed a deeper accessibility crisis that aligns with broader research on entrepreneurial ecosystem development. Research on entrepreneurship support systems has consistently shown that those who most need support are often least able to access it, creating what scholars term “entrepreneurial privilege” effects (Spigel, 2017).

One entrepreneur described this fundamental problem: *“One of the biggest gaps I see in the current entrepreneurial ecosystem is that a lot of the help seems directed towards people who are already established or [who] have strong networks. If just starting out... without money, no connections, and no ideas... it can feel hard, and the accessibility of resources is challenging.”*

This finding validates research on entrepreneurial ecosystems showing that network effects and social capital significantly influence support access, often disadvantaging the entrepreneurs who most need assistance (Aldrich & Martinez, 2001).

### Economic Barriers to Support Access

The cost barrier to support services compounds financial challenges: *“I think, for starters, most of the support that you might retrieve, if it is not from circles that you already know, you need to pay for it. So as young entrepreneurs, [who] are very scarce in money, you really need to allocate it to the specific projects you are in.”*

This creates what economists term “poverty traps” in entrepreneurship support, where those with least resources are forced to either pay premium prices for support or go without guidance. This phenomenon has been documented in entrepreneurship research but our study provides specific quantification of how it affects Gen Z entrepreneurs.

### Isolation and Emotional Dimensions

The entrepreneurial isolation revealed in interviews aligns with research on the emotional dimensions of entrepreneurship. As one entrepreneur explained:

**“If just starting out... without money, no connections, and no ideas... it can feel hard, and the accessibility of resources is challenging.”**

– Survey Respondent

**“When you are an entrepreneur, no one is around you. So, you need to set your own path...”**

– Survey Respondent

*"When you are an entrepreneur, no one is around you. So, you need to set your own path... In the end, you are pretty much by [yourself] and you need to do your own research."*

Research on entrepreneurial well-being and mental health has increasingly recognized isolation as a significant challenge, particularly for young entrepreneurs who may lack established professional networks (Stephan, 2018). Our findings provide specific insight into how this manifests for Gen Z entrepreneurs in Denmark.

Cultural resistance compounds isolation: *"The biggest problem is society does not want you to succeed"* and *"People expect us to have 20 years of experience at age 30."* These cultural dimensions align with research on entrepreneurial ecosystems showing that societal attitudes significantly influence entrepreneurial outcomes (Stam, 2015).

**"People expect us to have 20 years of experience at age 30."**

– Survey Respondent

## 8. Learning Needs and Preferences: The Case for a Paradigm Shift *in* Entrepreneurial Education

### **The Knowledge Paradox - Educational Research Context**

Our data reveals an interesting paradox that extends existing research on entrepreneurship education: while knowledge gaps represented only **5%** of explicitly mentioned challenges, **21.25%** of respondents requested educational support. This aligns with research by Neck & Greene (2011) on entrepreneurship education effectiveness, which shows significant gaps between traditional education offerings and actual entrepreneurial needs.

The interviews helped explain this contradiction, revealing "unknown unknowns" that entrepreneurs only discover through experience. This validates research on experiential learning in entrepreneurship showing that much crucial knowledge and skill cannot be fully transmitted through traditional classroom methods (Corbett, 2005).

### **Critical Knowledge Areas and Decision-Making**

The most crucial knowledge area identified — timing and decision-making — represents an insight that extends beyond current entrepreneurship education research: *"I think the knowledge that is most crucial is when to make which*



*decisions... Most types of knowledge can be found relatively easily these days. But when to make [those] decisions is usually what is crucial."*

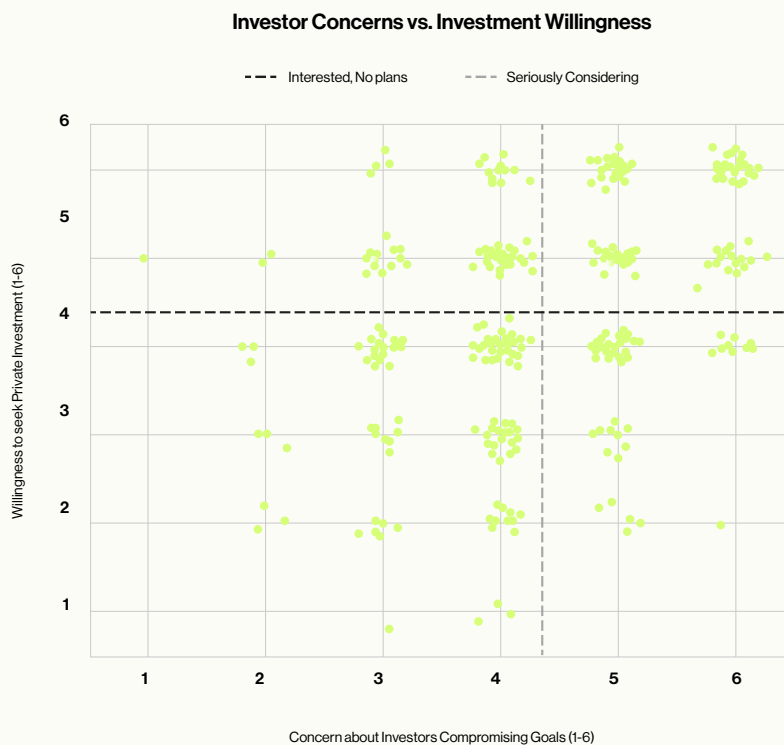
This finding suggests that entrepreneurship education should potentially focus more on decision-making frameworks and timing rather than mostly content knowledge, aligning with emerging research on entrepreneurial cognition and decision-making under uncertainty (Mitchell et al., 2007).

## Experiential Learning Preference

The strong preference for experiential learning revealed in interviews aligns with extensive research on adult learning and entrepreneurship education. One entrepreneur's learning philosophy—*"Life experience...by trying: Fail, try again, fail, but [one must] just keep going and learn every time."*—reflects what educational research terms "action learning" approaches (Revans, 1980). Current educational misalignment was clearly articulated: *"I go to a business school and we haven't really learned how to start [a business], but only the things like how to sell and analyze it, so I believe that we should learn more about making a business, not just running one."* This validates research by Kuratko (2005) and others showing significant theory-practice gaps in traditional entrepreneurship education.

**"Life experience...  
by trying: Fail, try again,  
fail, but [one must] just  
keep going and learn  
every time."**

– Survey Respondent





The preference for practical, accessible education aligns with Gen Z learning preferences: *“You may have an idea by yourself, but you may not know how to get in contact with other people who can either join along or someone who can help you.”*

## 9. Strategic Implications *and* Recommendations: Towards Addressing Challenges, Collaboratively

### **Integrated Ecosystem Approach - International Best Practices**

The convergence of our findings with international research points to the need for integrated entrepreneurial support systems that address financial, educational, cultural, and structural barriers simultaneously.

Research on successful entrepreneurial ecosystems (Isenberg, 2011; Spigel, 2017) shows that effective support requires coordinated approaches rather than fragmented interventions.

Our gender gap findings (**23.08%** of males actively involved versus **17.65%** of females) align with existing research and suggest that targeted interventions must address both demographic-specific needs and broader systemic issues. International research on women's entrepreneurship programs provides models for effective gender-targeted support that could be adapted for Denmark.

### **Financial Infrastructure Reform - OECD Recommendations**

The dominance of financial barriers (**46%** of challenges) aligns with OECD recommendations for SME finance reform, particularly around regulatory simplification and alternative financing mechanisms (OECD, 2015). Research on successful entrepreneurship finance reforms provides models for addressing systemic barriers while maintaining financial system stability.

Tax reform emerges as a priority supported by comparative research: *“In Denmark, the biggest challenges, in my opinion, would be the high taxes and regulations in the EU. This can compromise the freedom and profit for new companies, making it harder for [them] to become profitable businesses.”*

Several countries have demonstrated successful young entrepreneur tax incentive programs that could inform Danish policy development.

## Purpose-Driven Entrepreneurship Support Innovation

Our novel quantification of purpose-profit tensions suggests the need for innovative funding mechanisms that extend beyond traditional venture capital models. Research on impact investing and blended finance provides frameworks for developing funding approaches that better align with Gen Z values while maintaining financial viability (Bugg-Levine & Emerson, 2011).

The demand for alternative funding expressed by respondents—*"I think it would be helpful to get funding from the government or any neutral organization so that the entrepreneur could realize the vision without the pressure from private investors"*—aligns with emerging research on public-private partnerships in entrepreneurship support.

## Educational System Transformation

Our findings strongly support research calling for fundamental transformation of entrepreneurship education. The misalignment between traditional business education and Gen Z needs, combined with preference for experiential learning, validates recommendations from entrepreneurship education researchers for more practical, action-oriented approaches.

Research on successful entrepreneurship education programs provides models for implementing the experiential, stage-appropriate, and purpose-integrated education that our research shows Gen Z entrepreneurs need (Fayolle & Gailly, 2008).

# 10. Conclusion: Toward a *New Entrepreneurial Paradigm*

The integration of our quantitative survey data and qualitative interviews, validated against extensive existing research, reveals that Gen Z entrepreneurship in Denmark represents both significant opportunity and substantial challenge that aligns with international patterns while exhibiting important local characteristics.

Our research confirms global trends while providing novel insights: the entrepreneurial interest with only **21%** action matches international patterns documented by GEM and European Commission research, but our quantification of motivation evolution and purpose-profit tensions provides new contributions to the literature. The dominance of financial barriers (**46%**) aligns with OECD findings, but our documentation of Danish-specific challenges and creative solutions extends existing knowledge.

The challenges we identified — financial barriers compounded by regulatory complexity, market limitations, cultural resistance, and support system gaps — reflect patterns documented internationally while requiring Denmark-specific solutions. However, the creative strategies demonstrated by current young entrepreneurs, validated against emerging research on contemporary entrepreneurship practices, suggest pathways for broader systemic improvement.

Our most significant contribution to the research literature is demonstrating that Gen Z entrepreneurship requires fundamentally new support approaches that integrate purpose and profit, emphasize experiential learning, and address the full spectrum of barriers simultaneously. This extends beyond existing research by providing specific quantification of the scope and nature of required changes.

International research on successful entrepreneurship ecosystems provides models for addressing the challenges we identified, while our study contributes specific insights on Gen Z needs and Danish context that can inform both policy development and future research directions.

Denmark has an opportunity to become a leader in supporting this new entrepreneurial paradigm by implementing research-validated approaches that address the documented barriers while leveraging the creativity, values-driven motivation, and collaborative approaches that characterize Gen Z entrepreneurs. Success could position Denmark as a global model for supporting next-generation entrepreneurship while unlocking substantial economic and social value.

The evidence suggests that with appropriate systemic changes informed by both our research and international best practices, the **48%** of Gen Z participants currently interested but not taking entrepreneurial action could become a significant driver of economic innovation and social impact. The convergence of our findings with international research validates both the significance of this opportunity and the feasibility of addressing it through coordinated, evidence-based interventions.

**We hope that this report is contributing to, informing, and inspiring this change.**

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# Research Methodology *and* Limitations Disclaimer

## Data Quality and Accuracy Statement

This report presents findings from primary research conducted with **400 Gen Z participants** through quantitative surveys and qualitative interviews with five young entrepreneurs in Denmark. While every effort has been made to ensure the accuracy and reliability of the data presented, the authors acknowledge that research of this nature may contain unintentional errors or limitations despite rigorous methodology and validation procedures.

## Quality Assurance Measures Undertaken

- **Cross-validation** of quantitative findings with existing international research literature against established research from OECD, Global Entrepreneurship Monitor, European Commission studies, and academic literature;
- Multiple-stage **data analysis** process;
- **Integration** of qualitative insights to contextualize quantitative findings;

## AI Tool Usage Disclosure

Artificial intelligence tools were utilized as part of the research process to assist with data collection & data analysis and literature review synthesis. All AI-generated content has been reviewed and edited by the research team. Final analysis, interpretation of findings, and conclusions remain the responsibility of the human researchers.

## Acknowledged Limitations

- **Sample size constraints** may limit generalizability to the broader Gen Z population in Denmark;
- **Self-reported survey data** may be subject to response bias or social desirability effects;
- **Qualitative interviews**, while providing rich insights, represent individual experiences that may not reflect all entrepreneurial journeys;
- **Temporal factors** may affect the relevance of findings as entrepreneurial ecosystems evolve rapidly;
- **Translation and interpretation** of responses may introduce minor variations in meaning.

## **Research Integrity Commitment**

The research team has made every reasonable effort to ensure methodological rigor, accurate data collection and analysis, appropriate interpretation of findings, and honest reporting of both confirmatory and contradictory evidence. Any errors or omissions that may remain are unintentional and do not reflect the overall validity of the core findings and conclusions.

## **Feedback and Corrections**

**We welcome feedback** from readers regarding any potential errors or areas for clarification. The research team remains committed to the highest standards of research integrity and transparency.

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