

GenAI: The New Co-Founder

How Generative AI is lowering barriers to entrepreneurship, leading to a boom in small, lean startups.

A STARTUP REVOLUTION FUELED BY AI

+410,000

New Firms in AI-Savvy Regions

Regions with prior AI expertise saw a 30% increase in new company registrations post-ChatGPT.



A BOOM FOR SMALL VENTURES, A BUST FOR LARGE ONES



Small firms entirely drove the surge.



Large-firm entry significantly declined.

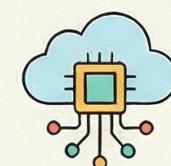
BIGGEST GROWTH IN DIGITAL & SERVICE SECTORS



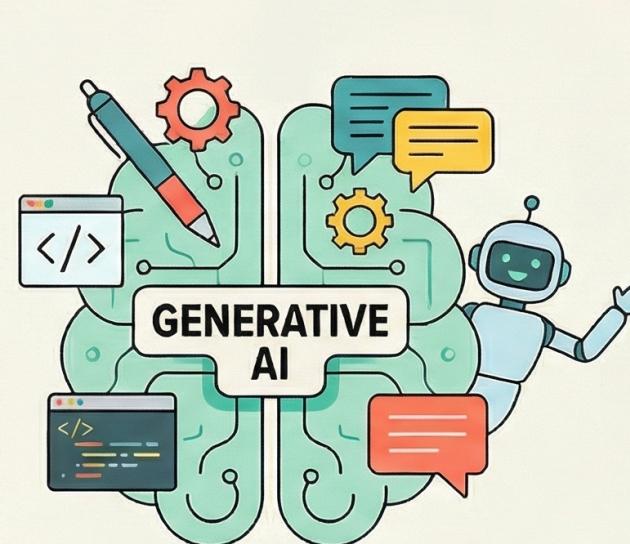
Retail



Business Services



Tech Sectors



HOW GENAI ACTS AS A “DIGITAL CO-FOUNDER”



GENAI LOWERS THE EXPERIENCE BARRIER



First-time founders drove the boom

Reduced share of serial entrepreneurs.



LESS CAPITAL, SMALLER TEAMS



New ventures founded with fewer shareholders and smaller executive teams.



Previous Firms

**7X
SMALLER**



New Ventures

EXPERIENCED FOUNDERS INTENTIONALLY GO LEAN

Serial entrepreneurs launched new ventures that were, on average, 7x smaller than their previous firms.



Previous Firms



New Ventures