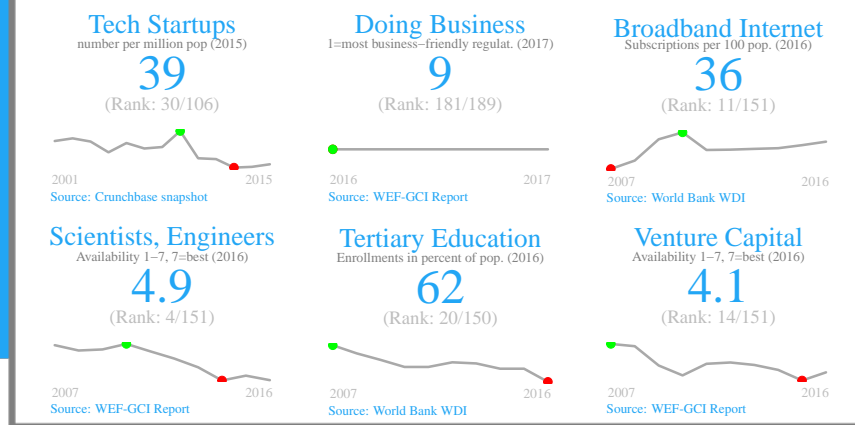


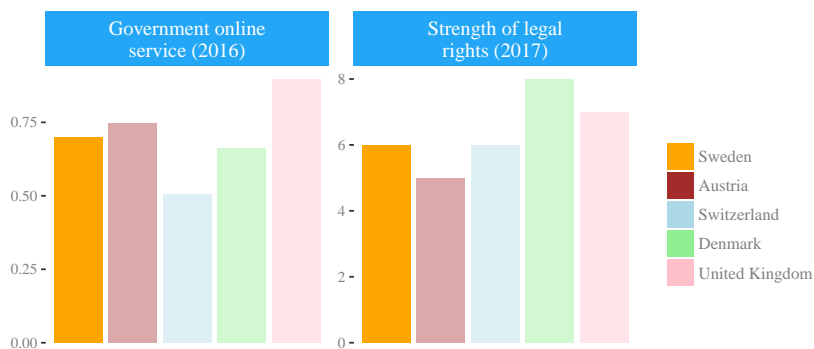
## Sweden

## Country Snapshot



## POLICY Laws, regulations, and government initiatives

## GOVERNMENT INDEXES



SOURCES: GLOBAL INFORMATION TECHNOLOGY REPORT; WORLD BANK - WDI

## INVESTMENT FRIENDLINESS

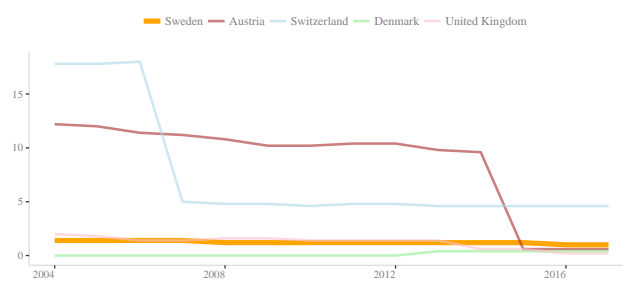


SOURCE: INVESTING ACROSS BORDERS

## DOING BUSINESS 2017

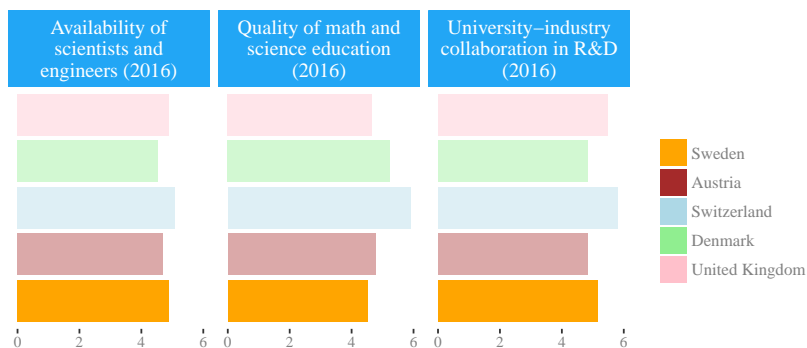
|                                     | 2016         | DTF          | Change      | 2016     | Rank     | Change   |
|-------------------------------------|--------------|--------------|-------------|----------|----------|----------|
|                                     |              | 2017         |             |          | 2017     |          |
| <b>Ease of doing business index</b> | <b>81.61</b> | <b>82.13</b> | <b>0.52</b> | <b>9</b> | <b>9</b> | <b>0</b> |
| Dealing with Construction Permits   | 78.75        | 78.85        | 0.1         | 23       | 25       | -2       |
| Enforcing Contracts                 | 72.04        | 72.04        | 0           | 22       | 22       | 0        |
| Getting Credit                      | 55           | 55           | 0           | 70       | 75       | -5       |
| Getting Electricity                 | 93.08        | 96.2         | 3.12        | 8        | 6        | 2        |
| Paying Taxes                        | 85.28        | 85.28        | 0           | 30       | 28       | 2        |
| Protecting Minority Investors       | 71.67        | 71.67        | 0           | 15       | 19       | -4       |
| Registering Property                | 88.86        | 90.11        | 1.25        | 11       | 10       | 1        |
| Resolving Insolvency                | 76.6         | 77.9         | 1.3         | 19       | 19       | 0        |
| Starting a Business                 | 94.61        | 94.64        | 0.03        | 12       | 15       | -3       |
| Trading Across Borders              | 98.04        | 98.04        | 0           | 18       | 18       | 0        |

SOURCE: DOING BUSINESS

COST OF BUSINESS STARTUP PROCEDURES  
% of GNI per capita

SOURCE: WORLD BANK WDI

## HUMAN CAPITAL State of educational institutions and access to skilled labor

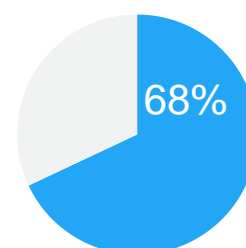
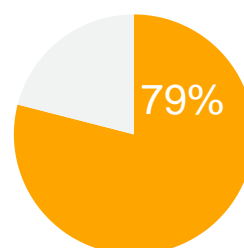
AVAILABILITY OF SKILLED LABOR AND EDUCATION  
(1-7, 7 = best)

SOURCE: WEF-GCI REPORT

## POPULATION EMPLOYED IN SERVICES SECTOR

(% total employed population)  
Sweden (2014)

ECS (simple average, 2014)



SOURCE: WORLD BANK WDI

## FINANCING

Sources of capital available for digital entrepreneurs, including debt, equity, grants, blended financing, etc

### FDI, PUBLIC CAPITAL MARKET AND VENTURE CAPITAL

**FDI, net inflows**  
BoP, current US\$, as % GDP (2015)

**3.2**

(Rank: 158/195)



**Investment in Telecoms w/ Private Part.**

Millions, US\$

No data available

(Rank: /136)

**Market Capitaliz. of Listed Companies**

% of GDP (2003)

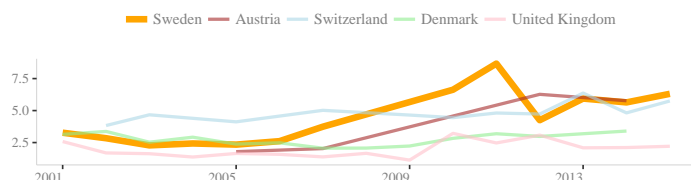
**88**

(Rank: 22/115)



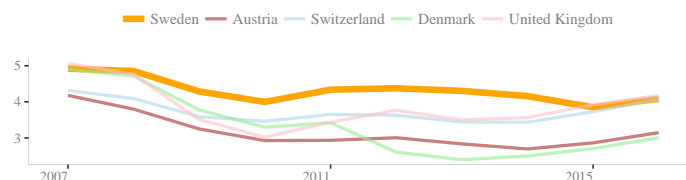
SOURCES: WEF-GCI REPORT; WORLD BANK - WDI

### INFORMAL INVESTORS RATE (% of 18-64 population)



SOURCE: GLOBAL ENTREPRENEURSHIP MONITOR - ADULT POPULATION

### VENTURE CAPITAL AVAILABILITY (1-7, best)

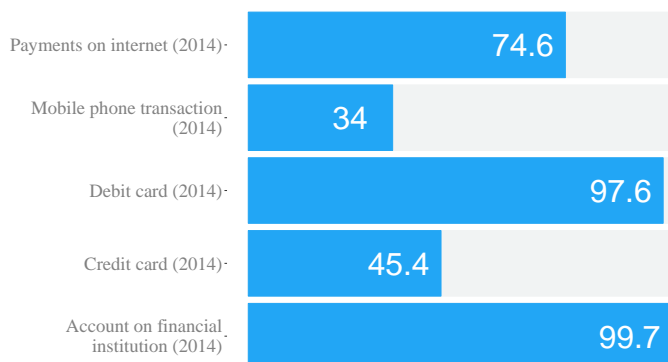


SOURCE: WEF-GCI REPORT

## MARKETS

Existence of early customers and distribution channels

### FINANCIAL INCLUSION (% age 15+)



SOURCE: WORLD BANK - FINDEX

### DIGITAL COMMERCE & INTERNET ACCESS

**New business density**

new registrations per 1,000 people ages 15-64 (2009)

**7.2**

(Rank: 18/137)

**Ratio of online/in store purchases**

Percentage (2016)

**79**

(Rank: 6/54)

**Firms using email to interact with clients/suppliers (%)**

% of firms (2010)

(Rank: /146)

**Firms with their own Website**

% of firms (2014)

**91.7**

(Rank: 1/143)

**ICT service exports**

% of service exports, BoP (2014)

**15.5**

(Rank: 94/178)

SOURCES: ENTERPRISE SURVEYS; WEF-GCI REPORT; WORLD BANK - WDI

## CULTURE

Societal attitudes toward entrepreneurship

|  | Avg 2003-2011 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |  |
|--|---------------|------|------|------|------|------|------|--|
| Company spending on R&D, 1-7 = best                                  | 5.8           | 5.8  | 5.5  | 5.3  | 5.4  | 5.4  | 5.5  |  |
| Listed domestic companies, total, Number                             | NaN           | NA   | NA   | NA   | NA   | NA   | —    |  |
| Perceived Capabilities, % of 18-64 population                        | 42.2          | 40.3 | 37.0 | 38.8 | 36.6 | 36.7 | —    |  |
| Fear of Failure Rate, % of 18-64 population                          | 30.9          | 34.6 | 32.6 | 36.6 | 36.5 | 36.5 | —    |  |
| Number of tech startups, number per million pop                      | 47.1          | 41.4 | 41.0 | 37.1 | 37.5 | 38.7 | —    |  |
| High Status Successful Entrepreneurship, % of 18-64 population       | 64.5          | 70.8 | NA   | 71.5 | 70.9 | 69.8 | —    |  |
| Media Attention for Entrepreneurship, % of 18-64 population          | 58.1          | 62.3 | NA   | 58.5 | 60.3 | 61.3 | —    |  |
| Total early-stage Entrepr. Activity (TEA), % of 18-64 population     | 4.3           | 5.8  | 6.4  | 8.2  | 6.7  | 7.2  | —    |  |
| Improvement-Driven Opp. Entrepr. Activity: Rel. Prevalence, % of TEA | 70.2          | 67.6 | 48.6 | 58.4 | 56.2 | 52.6 | —    |  |
| New Product early-stage Entrepr. Activity, % of TEA                  | 37.2          | 40.6 | 36.0 | 45.5 | 45.4 | 45.1 | —    |  |

SOURCES: GLOBAL ENTREPRENEURSHIP MONITOR - ADULT POPULATION; WORLD BANK - WDI

## SUPPORTS

Infrastructure and support services available through incubators, accelerators and other NGOs

|  | Avg 2003-2011 | 2011 | 2012  | 2013  | 2014  | 2015  | 2016  |  |
|--|---------------|------|-------|-------|-------|-------|-------|--|
| % firms identifying transportation as major constraint, % of firms         | NaN           | NA   | NA    | NA    | 2.2   | NA    | —     |  |
| % of firms with an annual fin. Statem. reviewed by ext. audit., % of firms | NaN           | NA   | NA    | NA    | 96.1  | NA    | —     |  |
| Quality of electricity supply, 1-7 = best                                  | 6.7           | 6.7  | 6.6   | 6.5   | 6.3   | 6.5   | 6.8   |  |
| Broadband Internet subscriptions, per 100 population                       | 31.4          | 31.6 | 31.8  | 32.2  | 32.5  | 34.2  | 36.1  |  |
| Internet bandwidth, kb/s/capita  | 35.2          | 35.2 | 244.4 | 279.8 | 374.8 | 527.5 | 421.2 |  |
| Access to electricity, % population  | 100.0         | NA   | 100.0 | NA    | NA    | NA    | —     |  |
| ICT goods imports, % total goods imports                                   | 10.7          | 10.7 | 10.0  | 9.7   | 9.9   | NA    | —     |  |
| Internet users, per 100 population   | 86.8          | 92.8 | 93.2  | 94.8  | 92.5  | 90.6  | —     |  |

SOURCES: ENTERPRISE SURVEYS; WEF-GCI REPORT; WORLD BANK - WDI