

Think like a CEO

Top 5 countries, industries, and tech for new ventures

Sneak preview into research findings from the 2021 IBM CEO Study



Donning an entrepreneur's hat

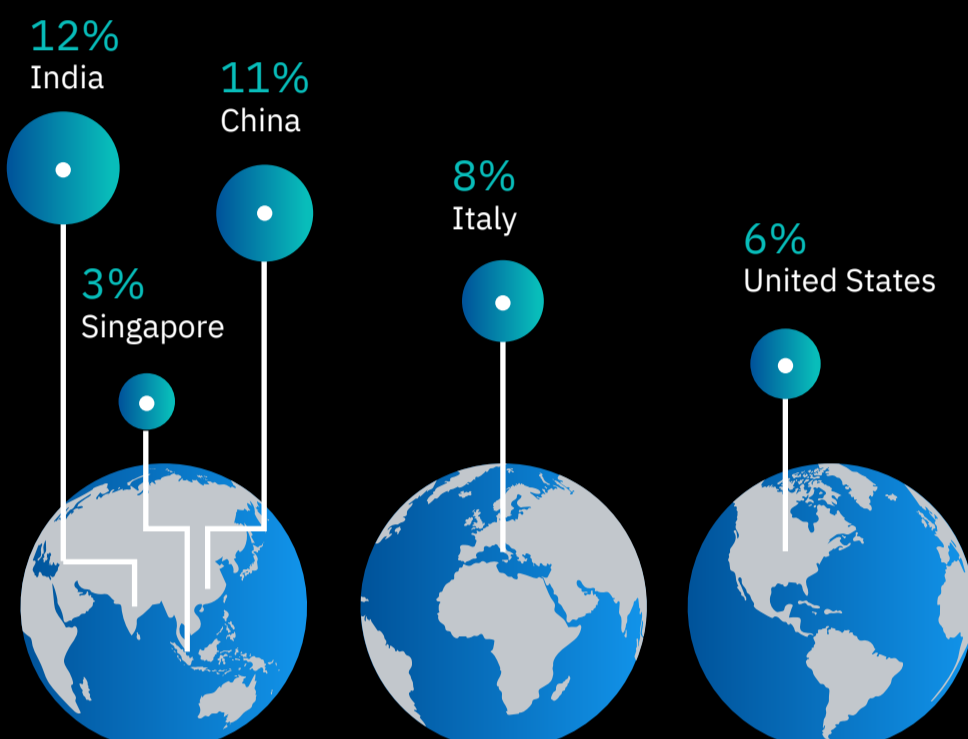
What would you do?

As part of its research, the IBV asked more than 3,000 CEOs to provide open-ended answers to 3 straightforward questions about starting a new business now.

Considering a change of scenery

If you were launching something new today, what country would you most want to choose for your venture?

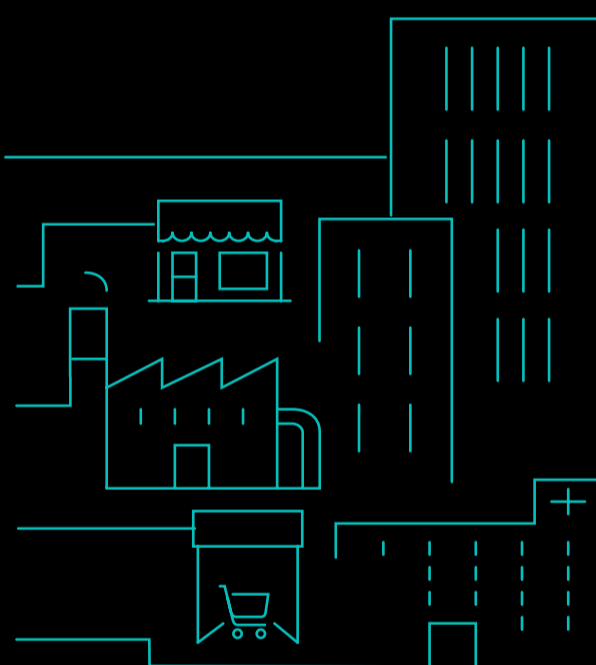
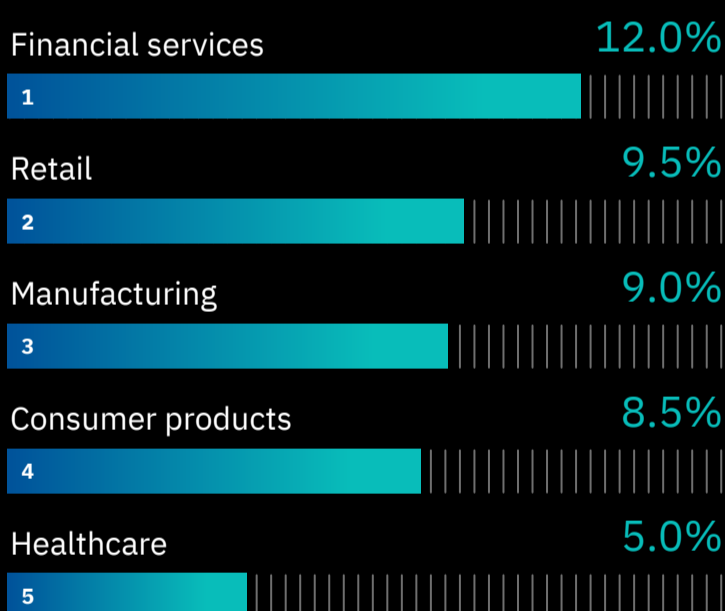
Top 5 business locations



Getting down to business

Top 5 industries

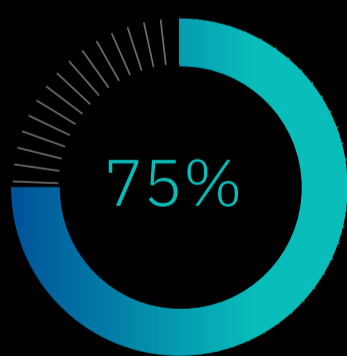
If starting a new business now, what industry would you most want to focus on?



Pursuing business breakthroughs

Top 5 technologies

What technology would be most critical in making a brand new venture a success?



- Artificial intelligence
- Robotics
- Internet of Things
- Augmented reality/virtual reality
- Cloud computing

The IBV's full CEO Study will be out in early 2021 with far more detailed data and insights about best practices for success in our much-altered global economy—and what will drive opportunity for businesses of all ages and sizes in the years ahead.

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IBM Institute for Business Value

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