GLOBAL ENTREPRENEURSHIP WEEK
USA

OVERVIEW + INFORMATION GUIDE
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About Global Entrepreneurship Week

Global Entrepreneurship Week is a celebration of innovators who dream big and launch startups that bring ideas to life. Each November, GEW reaches millions of people of all ages and backgrounds through local, national and global events and activities. From large-scale startup competitions and workshops to small, community discussions – GEW reaches new audiences and connects participants to a network that can help them take the next step, no matter where they are on their entrepreneurial journey.

#GEW2018
In the United States alone, nearly 5,000 events, activities and competitions are planned across all 50 states by a wide variety of organizations including: colleges and universities, entrepreneurial support organizations, government agencies, economic development groups and more.

Why do so many groups plan and conduct activities during Global Entrepreneurship Week?

Because it is a simple way to reach beyond your immediate network and connect with potential new partners, funders and members

SAVE THE DATE: NOV. 12-18

powered by the Kauffman Foundation + the Global Entrepreneurship Network
Fast Facts

**GEW GLOBAL**
- 170 countries
- 35,000 events
- 10 million people
- 1 week

**GEW USA**
- 2,558 partners
- 4,962 events
- 818,730 people
- 1 week
WHY CELEBRATE?
Why Celebrate GEW?

**INSPIRE**

Made possible by the Kauffman Foundation, Global Entrepreneurship Week introduces entrepreneurship and innovation to those who otherwise might not have considered it as a career path or as a way to solve real-world problems they are passionate about.

Through partner events, activities and competitions, GEW shares uplifting and informative experiences that motivate participants to take action.
Why Celebrate GEW?

CONNECT

This week provides an opportunity for individuals and organizations to connect with others and strengthen their entrepreneurship ecosystem – providing a platform for your organization to reach beyond traditional audiences and energize new partnerships or increase membership.

It also can open doors to an international audience and connect your local network to a global community.
Why Celebrate GEW?

ENGAGE

The GEW celebration empowers organizations by:

• building and reinforcing linkages for deeper engagement throughout the year between active and inspiring entrepreneurs – along with investors, mentors, corporates, community leaders, media and other startup support champions

• providing a platform for organizations to leverage their role in the local entrepreneurship ecosystem
Plan Your Events + Activities

What counts as an event or activity? The options are only limited by your imagination. Startup pitch competitions. Entrepreneurship film festivals. Hack-a-thons. Speaker series. Then once everything is planned, let us know!

Add your events and activities to the global database so we can track and promote what you’re doing for GEW.
Ways to Engage Your Community

Setting up a meet-and-greet for entrepreneurs to network with each other, or hosting a speaker event with a successful startup in your city are two great event ideas to get GEW started in your area. Here are some other ways to engage your community:

- Connect with your local primary and secondary schools, colleges or universities to host a student demo day or alumni business leader lecture series
- Engage local policymakers and decision leaders – be it the city mayor, university president, state representatives or state governor – to pledge support of entrepreneurship
- Write an op-ed supporting entrepreneurship or raising awareness about the successes of startups in your community, and have them placed in your local newspaper
- Announce the launch of a new survey, report or program to support the development of America’s entrepreneurs
EVENT IDEAS
Event Ideas Bank

What you do during Global Entrepreneurship Week is up to you. Search ‘Global Entrepreneurship Week’ and these keywords for a few ideas to get you started:

- Demo day with local accelerator, co-working space or university
- Startup expo or Maker Fair
- Pitch competition
- Hack-a-thon
- Alumni entrepreneur speaker series
- Entrepreneurship film festival
- Networking reception
- Entrepreneurship workshop
- Create a local entrepreneur ‘Hall of Fame’
- Tours of local co-working, incubator or accelerator spaces
- Speed Networking the Globe
- ‘Startup Crawl’ tours of local startup offices
- Entrepreneurship Career Day at local schools

Check [here](#) for a full list of event ideas.
Organizations Who Participate

Here are just a few of our partner organizations who host events, competitions or challenges during Global Entrepreneurship Week.

And many more!
Global Entrepreneurship Week | USA

CHAMPIONING THE COMPASS
Why Champion the Compass?

The compass – the GEW logo – connects millions of people around the world to a movement of entrepreneurial champions and advocates. Show that your event is part of a global movement to strengthen local entrepreneurship ecosystems – supporting entrepreneurs and helping them thrive right where they began, without having to relocate to chase funding or a more supportive ecosystem.
Central Arkansas

What began in Little Rock has now taken root in more than five cities and communities across Central Arkansas. Led by Kim Lane, CEO of Conductor, GEW in Central Arkansas brings together both the public and private sector to raise awareness of innovation in the community.

Central Arkansas hosts events ranging from workshops and speaker series, to pitch competitions and High School Startup Day.
Kansas City, Missouri

With 150+ events, activities and programs happening during Global Entrepreneurship Week, Kansas City is one of the leading campaigns across the United States – and it is where GEW USA got its start.

Kansas City’s 150+ events are divided into four tracks – makers and creators, youth entrepreneurship, business growth and business services. The city is passionate about making sure GEW events are inclusive and open to anyone with an interest.
State College, Pennsylvania (Penn State)

Penn State University and all of its Commonwealth campuses celebrate GEW with more than 60 themed events, workshops and networking events across all majors and disciplines.

Led by Linda Feltman and Penn State’s Small Business Development Center, GEW Penn State works to engage students of all levels of entrepreneurial interest – raising awareness of entrepreneurship as a possible career path and the importance of innovative skills in the job market.
Ways Your City Can Celebrate

• Promote within your city and community that November 12-18, 2018 is Global Entrepreneurship Week

• Host a “calendar party” for all individuals and organizations participating in Global Entrepreneurship to get all events and activities recorded and plotted on a community calendar – then publish that calendar on a website or in a newsletter

• Catalyze other community leaders and entrepreneurship supporters to plan a joint GEW kick-off event, series of workshops, speaker events and pitch competitions (or other activity ideas, which may even be included in this pitch deck!), capped with a closing event

• Connect with your organizational counterparts around the world or in other U.S. cities, to see how they celebrate Global Entrepreneurship Week
What are the next steps?

1. How do you want to celebrate Global Entrepreneurship Week in your community?

2. How can GEW USA be helpful in helping you plan an event or celebration?
Contact Information

For more information on Global Entrepreneurship Week USA, please visit genglobal.org/united-states or contact:

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Join the Conversation #GEW2018

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Global Entrepreneurship Week is part of the GLOBAL ENTREPRENEURSHIP NETWORK