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 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.

In the U.S. alone, more than 5,000 events 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 people celebrate GEW? Because it’s a simple way to reach beyond your immediate network and connect with potential new partners, funders and members.

Help create a GEW celebration in your city by hosting an event. You can schedule an activity that celebrates, educates or connects entrepreneurs in your community between November 18-24, 2019.

To get started, visit genglobal.org/start and celebrate #GEW2019 with more than 10 million people around the world. You can also stay up-to-date by subscribing to the GEN newsletter or by following the conversation on social media.

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SAVE THE DATE: NOV. 18-24
WHY CELEBRATE?

America’s colleges and universities are natural incubators of entrepreneurial ecosystems – educating future entrepreneurs and advancing innovations into the marketplace. Today, more than two-thirds of colleges and universities in the U.S. offer at least one course in entrepreneurship. Meanwhile, university-based research is responsible for some of the world’s most profound discoveries, spurring breakthrough products and technologies that have markedly improved the way we live.

GEW USA is an initiative that is promoting entrepreneurship education across campuses and disciplines – connecting the entrepreneurship centers and business schools with science, engineering, art and communications departments. It also offers universities the option of serving as the hub for activities across their community – tying together entrepreneurial support organizations, from informal networks and communities, to business organizations and even local government entities.

HOW TO CELEBRATE

There are a number of ways that colleges and universities can leverage GEW USA to encourage students to tap into potential for creativity and innovation, connect with alumni and strengthen community relations that continue long after GEW has ended. The first step is registering your college or university as a GEW USA partner and adding your activities at: https://genglobal.org/united-states

PLAN A CAMPUS-WIDE ACTIVITY

Entrepreneurs can emerge from any academic department and you can reach out to them through a range of activities – from networking events at bars and coffee shops to elevator pitch competitions and entrepreneurship film festivals. GEW is a great way to raise awareness about entrepreneurship and innovation, and to engage new populations of students in your campus community.

CONNECT WITH ALUMNI ENTREPRENEURS

Encourage your nation-wide network of alumni clubs to hold networking receptions or other activities during GEW for alumni entrepreneurs, investors and others interested in collaborating on startups. You can invite current students to the local alumni meetups to interact with experienced business leaders or potential alumni partners.

CONNECT WITH COMMUNITY LEADERS + ORGANIZATIONS

Invite community leaders to activities on campus during GEW – or ask local organizations to host activities off-campus, as a way for your college or university to raise awareness of your campus as a resource for the community.

CELEBRATE LOCAL ENTREPRENEURS

Invite local entrepreneurs to speak to a class or judge a business plan or pitch competition during GEW and encourage students across campus to participate. Encourage students to think in innovative ways by providing community examples of entrepreneurs who have faced challenges and found solutions.

TEACH THROUGH THEMES

In previous years, colleges and universities have divided the individual days of GEW into different themes and focused their outreach and activities on those themes. These themes can include the 2018 global themes – women, youth, inclusion and ecosystem connect – or any others you can think of! You can tailor themes to fit your campus, such as Music + Art, Engineering + Innovation or Health Entrepreneurship to name a few.

I think Global Entrepreneurship Week has certainly upped the awareness of entrepreneurship, and not just entrepreneurship, but intra-preneurship and innovation and how to think differently. GEW is one of those active weeks that shows students how entrepreneurship really works – learning that they can do this, that you don’t need a particular degree, that you just need to think outside the box. It’s difficult to teach entrepreneurship, but I think it’s experiencing different things – and that’s GEW.

LINDA FELTMAN

Coordinator for GEW, Penn State University, United States
WHAT YOU CAN DO

Colleges and universities all over the country have embraced GEW USA and planned activities, events and competitions to engage their students, professors, alumni and their surrounding communities in a number of ways over the past five years:

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL | NORTH CAROLINA
GEW USA at the University of North Carolina at Chapel Hill kicked off with a keynote speech by UNC alumna Molly Barker, a globally recognized leader in women’s education and development. Their celebration also featured a number of panel discussions ranging in topics from green innovation, social entrepreneurship, entrepreneurship in the arts and entrepreneurial approaches to health care. Also, students had the option to participate in various networking events held around the campus, and a 24-hour hackathon developing mobile and game apps.

UNIVERSITY OF PITTSBURGH | PENNSYLVANIA
As Pittsburgh, Pennsylvania continues to grow as an innovation and tech hub for the state, the University of Pittsburgh uses Global Entrepreneurship Week as a catalyst for year-round innovation in the region. The University of Pittsburgh united its alumni association, its Innovation Institute and its Office of Career Development and Placement Assistance to bring a week of events to campus.

THE UNIVERSITY OF BUFFALO | NEW YORK
The University of Buffalo’s School of Management's GEW USA celebration featured a speech by Blake Mycoskie, the founder and chief shoe giver of TOMS shoes, who gave a lecture to students at the Center for Entrepreneurial Leadership. A number of other events included “The Innovation Challenge,” where student teams were challenged to a ‘big idea’ competition in which they are given a problem to solve.

GEORGETOWN UNIVERSITY | WASHINGTON, D.C.
Georgetown University’s McDonough School of Business kicked off GEW with Entrepreneurship Day. More than 100 students participated in a Rocket-Pitch event, where the best pitches received a cash prize totaling $2,500.

PENN STATE UNIVERSITY | PENNSYLVANIA
Global Entrepreneurship Week Penn State, organized by the university’s Small Business Development Center, takes place on all of its Commonwealth campuses and across all major disciplines. Penn State celebrates with more than 60 themed events, workshops and networking opportunities including panel discussions featuring successful women entrepreneurs, a ‘flavor night’ featuring local restaurants and an alumni luncheon series.

SACRAMENTO STATE UNIVERSITY | CALIFORNIA
Sacramento State welcomes innovators and entrepreneurs from around the city and state to share their experiences and offer their personal journeys during Global Entrepreneurship Week to inspire future innovators. Events have included TEDx-style talks and in-depth workshops.

MARQUETTE UNIVERSITY | WISCONSIN
The Kohler Center for Entrepreneurship at Marquette University has provided more than 1,000 students, alumni and members of the Milwaukee community the opportunity to participate in GEW USA. Their events range from panel discussions with successful entrepreneurs, to open dialogue roundtables regarding U.S. foreign policy and entrepreneurship.

DUKE UNIVERSITY | NORTH CAROLINA
Duke University alumni clubs in Chicago, Atlanta, Houston and seven other U.S. cities have hosted networking happy hours to reconnect with successful alumni who have launched their own startups or who have been involved in startup financing.