

EMPOWERING ENTREPRENEURS AND ENGAGING YOUR COMMUNITY LEADERS

Organize a GEW USA event in your city or town.



GLOBAL
ENTREPRENEURSHIP
WEEK
USA

ABOUT GEW USA

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.

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.

COST + TIME

The cost to run a GEW USA event in your community can be anywhere from \$0 to any budget of your choosing. Many of our partners ask for donations for refreshments or venue space, as well as volunteer time from local business leaders in addition to



SAVE THE DATE: **NOV. 18-24**

staff time. Events have ranged from simple roundtable luncheons with entrepreneurs sharing their success stories and challenges with agency officials, to city-wide festivals spanning the whole week to recognize and celebrate economic development and available resources.

GET INVOLVED

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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#GEW2019



facebook.com/gewusa



[@GEWUSA](https://twitter.com/GEWUSA)



[@GENHQ](https://www.instagram.com/GENHQ)



genglobal.org/united-states



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SPOTLIGHT YOUR LOCAL ENTREPRENEURS

Entrepreneurs do three things – they advance innovation, they create jobs and they build wealth. GEW USA is an initiative that is accelerating the emergence of new high-growth firms by helping foster new communities of nascent entrepreneurs throughout the country. By encouraging the development of entrepreneurs in your community, you're encouraging more innovation, more jobs and a stronger economic ecosystem.

There are a number of ways that your local or state government offices and leaders can leverage GEW USA to connect with job creators and strengthen local, state and national entrepreneurship ecosystems – creating impact that continues long after GEW has ended. The first step is registering yourself or your agency office as a GEW USA partner and adding your activities at: <https://genglobal.org/united-states>

ORGANIZE A POLICY HACK-A-THON

Bring local government officials and administrators together with entrepreneurs to discuss challenges facing entrepreneurs in their community and work together to create a policy solution. The Hack-A-Thon can be focused on one specific topic, or can be a more general or broad challenge. We also have a guide available for download to help you get started.

CELEBRATE POLICY WITH A PINT

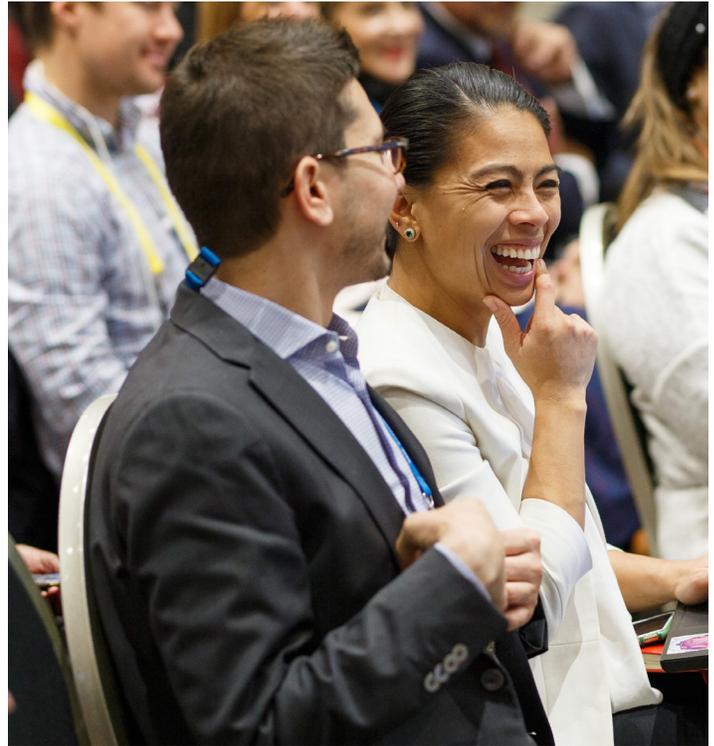
Entrepreneurs and local policymakers convene at a local brewery, pub or restaurant, to discuss what policies or public ordinances would allow entrepreneurs to thrive in their community. You can even make this a Town Hall to crowdsource ideas for encouraging job creation and economic growth.

HIGHLIGHT COMMUNITY RESOURCES WITH A FAIR

Have representatives from local government departments (Permits, licenses, and inspections; City Planning; City Finance; Health Department; etc) available one evening or weekend to work with entrepreneurs as part of an Entrepreneur Resource Fair. The idea is that instead of bouncing around from department to department in person, on the phone or through email, this serves as a one stop shop to help entrepreneurs get the answers they need for their businesses.

HOST A PROCUREMENT 101 SESSION

For startups, figuring out how to work with local government can be confusing. Local government should be trying to find ways to work with innovative startups who may have ways to improve their processes and efficiency. A procurement



101 workshop would allow the procurement office to guide startups through the process and answer any questions startups may have about working with the government.

FACILITATE AN ENTREPRENEUR HAPPY HOUR

Host a networking event for local business leaders and entrepreneurs at a local restaurant, brewery or winery in your community to give your entrepreneurs a chance to meet each other and their local government officials.

SPEAK AT LOCAL GEW EVENTS

You can search for local Global Entrepreneurship Week events in your area on the GEW USA website, and reach out to the local organizer to see about attending, speaking at the event or even supporting the event on social media!

ISSUE A GEW PROCLAMATION

Issue a local or state proclamation declaring November 18-24 the official "Global Entrepreneurship Week" for your community. This is a great way to tell your constituents and your local entrepreneurs that entrepreneurship and innovation are a priority to your and/or your government agency.

ENGAGE LOCAL MEDIA

Submit an op-ed detailing the importance of entrepreneurship in your community or make an appearance on a local television station to talk about economic development and how entrepreneurs play an important role in the community.

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