CELEBRATING WITH STRATEGIC PARTNERS

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.

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.

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.

#GEW2019

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Ellen Bateman, ellen@genglobal.org
WHY CELEBRATE?

Now more than ever, entrepreneurs – and the organizations who support their growth – are in the spotlight. As recognition grows, so does the need for better coordination on programs in order to maximize efficiency and reach new audiences.

Global Entrepreneurship Week offers a platform for all of us to speak in one voice to the public, government and media about the importance of entrepreneurs and the startups they establish – not just because of the jobs and wages they create, but also because of the innovations they introduce that improve our daily lives.

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.

HOW TO CELEBRATE

There are a number of ways organizations that support entrepreneurs, startups and businesses can leverage GEW USA to demonstrate leadership in the entrepreneurship space and strengthen their local or state startup ecosystems – creating impact that continues long after GEW has ended. The first step is registering your organization as a GEW USA partner and adding your activities at: https://genglobal.org/united-states

DEMONSTRATE LEADERSHIP THROUGH ACTIVITIES
Help your local chapters, members and others in your network expand their local sphere of influence by providing them with a template for events, activities and/or competitions during Global Entrepreneurship Week. You can also reach out to GEW USA headquarters for event ideas and information on how to connect with organizers in other cities to share best practices and celebration ideas.

LAUNCH NEW PROGRAMS, SURVEYS OR PUBLICATIONS
Take advantage of heightened awareness and announce the launch of a new program or service to support the development of entrepreneurs – or release a new study, survey or report on the topic. Planning to open a co-working space or accelerator in your community? Make the launch date or opening ceremony a part of your GEW celebrations.

REACH OUT TO NATIONAL + LOCAL MEDIA
GEW provides your organization with another hook to connect with national media – or for your chapters, members and others in your network to connect with local media. Send us a copy of your speeches, op-eds, press releases or statements of support, and we will push them out to our network of national and international members, as well as our partner organizations across the country.

CHAMPION A GEW THEME
Global Entrepreneurship Week is celebrating four distinct themes in 2018 – women, youth, inclusion and connecting ecosystems. Does your organization align with one of the GEW themes? You can organize events during GEW surrounding one of these four topics and submit your organization as not only a GEW USA partner, but to also be considered for the GEW Global theme partner selection.

DECA has been a part of the GEW movement since its inception in 2008, and began the Idea Challenge in 2012 in the United States and expanded to more than a dozen countries by 2016.

“The Idea Challenge is inspiring because it doesn’t matter who you are or where you come from, it focuses on creating something new and being innovative and collaborating with a team to come up with a solution for something. That’s the whole idea behind how we select the items too – something that everyone has access to so that everyone can participate.”

CHRIS YOUNG
DECA High School Division Director
WHAT YOU CAN DO

Organizations that support entrepreneurs, startups and other businesses have engaged Global Entrepreneurship Week on a global level and through the GEW USA network in a number of ways over the past few years:

KAUFFMAN FOUNDATION | KANSAS CITY, MISSOURI
The Kauffman Foundation does more than just financially support Global Entrepreneurship Week. In 2017, it celebrated 10 years of unleashing ideas through GEW, and hosted more than 150 events across the city – mobilizing local chambers of commerce, government organizations, universities and businesses to come together and celebrate.

The Kauffman Foundation leads the charge with local partners KCSourceLink, the Mid-Continent Public Library and the Enterprise Center in Johnson County. Events from GEW 2017 included Business of Food Trucks, Stepping Stones of a Youth Entrepreneur, Moms Mean Business, For the Fashionpreneur and Prison or ESHIP, which joined the conventional workshops on startup and growth topics to provide a well-rounded vision of the goals, dreams and possible life-changing outcomes of entrepreneurship.

TECHSTARS GLOBAL STARTUP WEEKEND
Techstars Global Startup Weekend works through its worldwide network of startup community leaders to conduct more than 200 Techstars Startup Weekends on either side of GEW. Thousands of nascent entrepreneurs will participate in an intense 54-hour program to solve real problems and meet potential cofounders on their journey to start up. By attending an event during TGSW participants will have access to perks only offered this time of year. Those who organize an event during TGSW will have a unique opportunity to gain access to resources, virtual mentorship, and exposure to put your startup community on the map.

DECA
DECA encourages its 5,000 high school chapters and 236 collegiate chapters to plan their own local GEW activities. Each year, the “DECA Ideas Challenge” challenges student teams – from elementary, middle and high school, as well as colleges and universities around the world – to find a new use for a common, everyday item while creating the most value possible in eight days. The everyday, household item has been everything from rubber bands to plastic bottles and cardboard. In the past, the organization has also mailed a special GEW edition of its DECA Dimensions publication to each chapter ahead of November to increase participation.

U.S. CHAMBER OF COMMERCE
The U.S. Chamber of Commerce has hosted one or more activities during GEW at its headquarters in Washington, D.C. – including a policy forum on economic and regulatory burdens faced by entrepreneurs. In addition, dozens of local Chambers throughout the country get involved by planning their own activities or collaborating with other partners.

TENNESSEE DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT
The Tennessee Department of Economic and Community Development powered one of the largest statewide GEW celebrations with more than 90 activities. Main events included the Gig Tank, a competition to develop the best business idea that utilizes EPB's 1-gigabit-per-second Internet speeds and the Will this Float event, where 20 different entrepreneurs pitched ideas for a chance to win $250,000.