STARTUP HUDDLE

A GEW Signature Activity Powered by GEN
Global Entrepreneurship Week is a collection of tens of thousands of activities, competitions and events in 170+ countries each November aimed at making it easier for anyone, anywhere to start and scale a company.

Founded in 2008, GEW inspires millions each year to explore their potential while fostering connections and increasing collaboration within their ecosystems to empower entrepreneurs and strengthen communities.

In the United States alone, there are 2,500 partner organizations that conduct about 5,000 activities across all 50 states.

Diversity is a driver of innovation and economies suffer if a group of people are underrepresented or face structural barriers. Global Entrepreneurship Week reaches beyond traditional startup hubs like Silicon Valley, New York and Boston - envisioning one entrepreneurial ecosystem open to all, including smaller cities and towns and previously marginalized communities.

There are four themes for GEW 2020: Ecosystems, Education, Inclusion and Policy.
GEW 2020: NOVEMBER 16-22

ABOUT STARTUP HUDDLE

Startup Huddle is a program designed to help one entrepreneur at a time while strengthening the local ecosystem. Entrepreneurs discover solutions to the challenges they face through purposeful engagement with a broad array of voices from their local community.

The Startup Huddle format is consistent in each location: at a consistent meeting place, one or two early-stage startup founders give a six-minute presentation about their company to a diverse audience from their local community. Each presentation is followed by a 20-minute question and answer session where the community provides ideas, connections and feedback for the entrepreneur. By providing a monthly meet up for the local ecosystem, Startup Huddle builds community – one entrepreneur at a time.

During Global Entrepreneurship Week, we encourage people to explore entrepreneurship and provide them access to resources that help them along their entrepreneurial journey. Startup Huddle works with entrepreneurs and the communities that support them by empowering them with tools and resources to break down barriers standing in the way of starting and growing their businesses. Our goal is to bring Startup Huddle to communities across every country during GEW 2020.

Learn more about Startup Huddle here: https://www.startuphuddle.co/

HOW DOES IT WORK?

Every month over 50 communities across the globe meet to give each other support, encouragement and feedback. With years of chapters providing support to entrepreneurs in their community, we are seeking to have new communities beta test the Startup Huddle model in their community during GEW. This is an opportunity to see if Startup Huddle is a good fit for your community and consider establishing a permanent chapter.
WHY ORGANIZE A STARTUP HUDDLE IN YOUR COMMUNITY?

If you are looking for a way to foster connections and support a collaborative environment for startups in your community, GEW is a great chance to beta test forming a Startup Huddle in your community. You can gauge interest from the startup community to see if you have the support to form a permanent chapter.

Start-up Huddle offers opportunities to:
- Foster authentic relationships, build, and strengthen your local entrepreneurship community
- Coach and mentor startup presenters
- Amplify local stories to a global audience
- Utilize digital resources, including web, mobile and social
- Plug into a global entrepreneurial network of startups and investors, policymakers, mentors, and other supporters
- Leverage programs and resources from GEN’s network: Entrepreneurship World Cup, GEN Starters, Global Entrepreneurship Week, Global Entrepreneurship Congress, and more
- Grow your skills in community organizing through the Startup Huddle Playbook and hands-on experience
- Network and build your personal brand

WHAT YOU NEED

If you are interested in hosting a Startup Huddle session during GEW to beta test having a chapter in your community, please fill out this application and reference that you are beta testing a chapter during GEW: https://genglobal.org/startup-huddle/apply-organize
Use the following as a structure while you start, continue or join a Startup Huddle:

**WHO**

Startup Huddle reaches aspiring entrepreneurs, experienced entrepreneurs, and those who actively support and engage their local community and new businesses. Together they are:

- **Organizers** – Committed volunteers who build communities at the local level. Our support is crucial to them, but ultimately, they know what will resonate with their communities best.
- **Presenters** – Entrepreneurs who boldly share their business concepts, challenges, and successes with their local Startup Huddle community.
- **Attendees** – Community-minded individuals, business enthusiasts, and active entrepreneurs who serve as an audience for presenters, providing feedback that reflects their expertise or opinion.

**WHAT**

The event should feature 1-2 presentations by founders – each six minutes long – that end with the question: “What can we as a community do to help?”

Then, 20 minutes of Q&A following each presentation to allow for feedback, questions and advice.

**WHEN**

Any one day during GEW, November 16-22, during a time when most attendees in your community are available.

**HOW**

All Huddles must be free and open to the public. By utilizing technology tools, feel free to collaborate with an established Startup Huddle chapter to learn from them (i.e. watch theirs and then host yours and get feedback). For a list of Startup Huddle chapters check here: https://genglobal.org/startup-huddle
Materials Needed to Organize
(In person)
- Laptop for PowerPoint presentations
- Projector screen for PowerPoint presentations
- Name tags + Pens
- Coffee, Tea, Refreshments (if hosting in-person)
- Chairs

(Virtual)
- A reliable video platform and the presenters to provide the presentations to the organizer in advance

WHAT PRESENTERS SHOULD KNOW

Why present?
- Opportunity to refine your presentation and elevator pitch
- A network for support, including coaching
- A diverse audience to engage with and the opportunity for exposure to new markets and people
- The potential to receive local, regional or national media coverage on your startup

Step 1: Check Out Other Startup Huddle Communities
If there is a Startup Huddle chapter near you, consider attending or applying to present prior to presenting at the beta chapter in your community during GEW. You’ll develop a better sense of how presentations work and see examples of previous presenters. Watch Startup Huddle videos here: http://bit.ly/startuphuddlevideos

Step 2: Apply to Present
Companies that are less than five years old and open to community engagement can apply to present at Startup Huddle. All industries are welcome.

To apply to present, get in touch with your local Startup Huddle organizer. The community organizers will get back to you with any follow-up questions, and you will work together to make sure you are ready to present during GEW. Approval is based on local organizer discretion.
**Step 3: Prepare Your Presentation**
You'll have six minutes to tell your community who you are, what you're doing, and why you're doing it.

After your presentation, there will be a 20-minute Q&A session that will give you the opportunity to connect with your audience, and respond to the question: “What can we as a community do to help you?”

**SUGGESTED TIMELINE**

**September**
- Apply to organize a beta Startup Huddle Chapter—https://genglobal.org/startup-huddle/apply-organize
- Find a venue that has tech capabilities for a PowerPoint presentation, or prepare to host on the event on a virtual platform of your choice
- Begin promoting beta chapter in your community
- Promote application for presenters
- Reach out to an existing Startup Huddle community to see if you can virtually attend one of their sessions to get you a reference point
- Set up a registration page so that you know how many people to expect
- Add the event to the GEW website by clicking "Add Your GEW Activity" here: https://www.genglobal.org/gew

**October**
- Select 1-2 presenters
- Send presentation guidelines and run of show by end of month
- Continue promoting beta chapter

**November**
- Final social media pushes
- Put in coffee / tea / refreshments order based on registration numbers (if hosting in person)
November 16-22 (Global Entrepreneurship Week)

- Host beta Startup Huddle session
- Arrive early to set up coffee or sign onto virtual platform early to do a tech check. Ensure the audio and presentation are working properly.
- Make sure you explain GEW and Startup Huddle to the audience as one or both may be new to them.

EVENT FORMAT

Startup Huddle events are 1 hour long and typically include a format similar to below:

- Welcome / Intros
- Community announcements
- 1-2 six-minute presentations
- 1-2 20-minute Q&A sessions
- Closing statements and community connection time
TEXT RECOGNITION
Be sure to include the following written description on websites / blog posts, marketing materials and press releases:

"Startup Huddle is a signature activity of Global Entrepreneurship Week. From November 16-22, 10 million people in 170 countries will take part in 40,000 activities that help make it possible for anyone, anywhere to start and scale a company."

LOGO RECOGNITION
Be sure to display the “Startup Huddle GEW 2020” badge on all promotional materials — e.g. flyers, posters, invitations, websites, etc. — as well as in designs for venue branding, where applicable — e.g. banners, stage backdrops, etc. Make sure to state the badge is in support of Startup Huddle and not a stand alone graphic.

DIGITAL AWARENESS
Be sure to post photos and video clips from your GEW events on social media! Make sure to tag us and use the hashtag #GEW2020 for a chance to be featured on our Twitter, Instagram, Facebook and LinkedIn accounts.

Be sure to use and follow the official hashtag #GEW2020 or create your own custom hashtag to connect and focus on your community.
ABOUT THE GLOBAL ENTREPRENEURSHIP NETWORK

Startup Huddle is powered by the Global Entrepreneurship Network.

The Global Entrepreneurship Network operates a platform of projects and programs in 170 countries aimed at making it easier for anyone, anywhere to start and scale a business. By fostering deeper cross-border collaboration and initiatives between entrepreneurs, investors, researchers, policymakers and entrepreneurial support organizations, GEN works to fuel healthier start and scale ecosystems that create more jobs, educate individuals, accelerate innovation and strengthen economic growth.

GEN’s extensive footprint of national operations and global verticals in policy, research and programs ensures members have uncommon access to the most relevant knowledge, networks, communities and programs relative to size of economy, maturity of ecosystem, language, culture, geography and more.

GEN helps celebrate, understand, support and connect entrepreneurs and those who champion them.