

GEW 2021: NOVEMBER 8-14



GLOBAL ENTREPRENEURSHIP WEEK

GEW GUIDE FOR COLLEGES + UNIVERSITIES

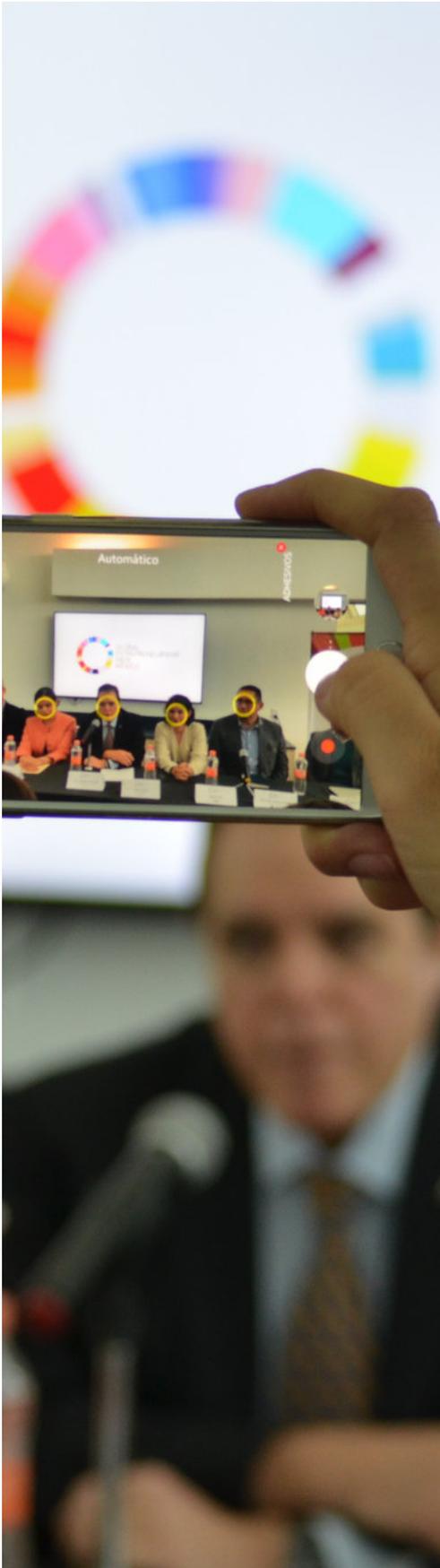


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Thank you for getting involved in Global Entrepreneurship Week. This guide is intended to help organizations and individuals spread the word about #GEW2021 – to encourage participation in your activities and to help lift up entrepreneurs in your college / university.

There are four themes for GEW 2021:

- Ecosystems;
- Education;
- Inclusion; and
- Policy.

ABOUT GLOBAL ENTREPRENEURSHIP WEEK

Global Entrepreneurship Week is a collection of tens of thousands of activities, competitions, and events aimed at making it easier for anyone, anywhere to start and scale a company.

This November 8-14, GEW 2021 will rally almost every nation in the world to empower their entrepreneurs and encourage their citizens to become starters - finding new and better ways of doing things. In the wake of the COVID-19 pandemic and its unprecedented impact, GEW 2021 is a call to action for all societies to be resilient and come together in leveraging the power of new ideas and innovation for the benefit of all.

Diversity is a driver of innovation and even in the best of times, economies suffer if a group of people are underrepresented or face structural barriers. Global Entrepreneurship Week reaches beyond high-tech startup hubs like Silicon Valley, London, and Shanghai - envisioning one entrepreneurial ecosystem open to all, including smaller cities in emerging economies and under-represented communities.

GEW inspires roughly 10 million participants each year to explore their potential while fostering connections and increasing collaboration within their ecosystems to empower entrepreneurs and strengthen communities.



GEW 2021 + COLLEGES AND UNIVERSITIES

Colleges and Universities expose students to entrepreneurship as a career path, innovative thinking, and serve as talent pools for local startup ecosystems. Colleges and universities play a critical role in the ecosystem and can serve as an invaluable resource to entrepreneurs at any stage of their entrepreneurial journey. More than 100 colleges and universities currently participate in GEW to shine a spotlight on their entrepreneurship programming, impressive student entrepreneurs, and successful alums.

Global Entrepreneurship Week highlights entrepreneurs around the world and around the world and those who are developing successful businesses. In 2021, GEW will also help celebrate entrepreneurs as key allies in addressing the economic aftermath of the COVID-19 pandemic. Never before has there been a more important moment for communities to highlight the crucial role played by entrepreneurs in creating jobs and strengthening their ecosystems.



WHY GET INVOLVED?

Benefits of participating:

- Educate students about entrepreneurship as a career path
- Shine a spotlight on alumni who pursued entrepreneurship
- Foster a creative and innovation mindset
- Raise awareness for your university's entrepreneurship curriculum and programming
- Collaborate with startups in your community to form a talent pipeline, create internships, and educational opportunities

HOW TO GET INVOLVED

Entrepreneurs do three things: they advance innovation, they create jobs and they build wealth. GEW is an initiative that accelerates the emergence of new high-growth firms by helping entrepreneurs foster new communities in the areas in which they live. By encouraging the development of entrepreneurs in your community, you're encouraging more innovation, more jobs and a strong economic system.

There are a number of ways that you can leverage GEW to connect students with job creators and strengthen local, regional and national entrepreneurship ecosystems – creating impact that continues long after GEW has ended. The pages that follow contain a collection of signature activities and ideas focused on empowering entrepreneurs and strengthening your community.



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SIGNATURE ACTIVITIES

Want to host an activity but unsure where to begin? Check out these GEW Signature Activities with instructions to help you replicate them with your community.

Signature Activities are a collection of ready-to-go activities created by GEN and our partners that you can replicate in your community -- either in-person, if safe to do so while exercising proper social distancing, or virtually -- during Global Entrepreneurship Week. Each activity comes with a guide that walks you through the process from planning to execution. As with any other activity during GEW, please be sure to add your activity to the GEW website -- and don't forget to use the hashtags #GEW2021 and #SignatureActivity when you are sharing on social media.

SPEED NETWORK THE GLOBE

Networking is a great way to connect with the various actors in your ecosystem. Host a gathering of entrepreneurs, investors, and resource providers to facilitate meaningful connections - face-to-face or virtually - that will extend long past GEW.

I AM AN ENTREPRENEUR

I Am an Entrepreneur is a social media campaign seeking to highlight the diverse stories and faces of entrepreneurship. We are asking entrepreneurs to share their "aha" moment, the moment that they realized that they were an entrepreneur.

STARTUP NATIONS POLICY DIALOGUE

The Startup Nations Policy Dialogue provides an opportunity to gather policymakers and ecosystem leaders for a discussion - at the local, state or national level - about innovative policy approaches to empower entrepreneurs in your community. The model has been used to share best practices and stimulate action at a growing number of sessions around the world.

Find an up-to-date list of signature activities and guides online at gew.co.

IDEAS BANK

Looking for some other ideas on how you can rally support for your local startups and small businesses during GEW?

Future of Education after COVID-19

The COVID-19 pandemic caused educational institutions to quickly pivot to virtual learning. This pivot resulted in the discovery of both positives and negatives for educational institutions, educators, and students. Host a panel discussion examining what elements of education in the COVID-19 era will remain and how the education system will recover from any negative elements.

Example:

Future of Education after COVID-19:
<https://www.eventbrite.com/e/gew-future-of-education-after-covid-19-tickets-127053126321>

Sacramento State, Carlsen Center for Innovation and Entrepreneurship (GEW 2020)

EdTech Conversation

Host a panel or a speaker and Q+A session to discuss how the emergence of EdTech is transforming teaching, learning and workforce development. Consider how EdTech may impact the quality and reach of education.

Example:

Uncommon Table: EdTech:
<https://genglobal.org/node/92623>

Babson College, Arthur M. Blank School for Entrepreneurial Leadership (GEW 2020)

Alumni Entrepreneur Panel

Alumni can serve as inspiring examples for current students to consider entrepreneurship as a career path. Host a panel or roundtable discussion to allow alumni entrepreneurs to share their experiences in starting and growing a business. How did their college experience impact that journey? What motivated them to pursue entrepreneurship?



IDEAS BANK

Looking for some other ideas on how you can rally support for your local startups and small businesses during GEW?

Example:

Steel City Startups: Pitt x CMU:
<https://www.cmu.edu/swartz-center-for-entrepreneurship/events/global-entrepreneurship-week/index.html>

University of Pittsburgh and Carnegie Mellon University (GEW 2020)

Entrepreneurship Film Festival

Many popular films have explored entrepreneurship - including the challenges and successes of well known entrepreneurs and companies today. Host an entrepreneurship film festival to expose students to the stories of innovators, and if they became successful entrepreneurs.

- Consider providing a worksheet with themes to look out for such as:
 - What problem is the entrepreneur trying to solve?
 - What challenges did they face?
 - Did they pivot their business model?
 - What elements of the film motivate you to consider entrepreneurship as a career?
- Films to consider showing:
 - Joy
 - The Social Network
 - The Founder
 - Wolf of Wall Street
 - Fyre: The Greatest Party That Never Happened
 - Steve Jobs
 - The Inventor: Out for Blood in Silicon Valley



IDEAS BANK

Looking for some other ideas on how you can rally support for your local startups and small businesses during GEW?

Pitch Competition

Encourage the entrepreneurial talent in your students by hosting a pitch competition. Allow the students to develop an elevator pitch for their idea or business and pitch it to a panel of judges. Consider inviting undergraduate and graduate students at other local institutions to participate, and recruit judges with investment or startup backgrounds. Offer prizes such as cash, mentorship, scholarship etc. that will help further their business concept.

Example:

Big Idea Competition @ Texas Startups Roadshow
(Ft. Mark Cuban):
<https://www.genglobal.org/node/92619>

University of Texas at Dallas (GEW 2020)

Opportunity Fair

Some of the best educational moments come from on-the-job experience. Invite local startups to an 'Opportunity Fair' to expose students to jobs and internships within the local startup ecosystem.

Example:

Social Entrepreneurship Opportunity Fair:
<https://genglobal.org/node/92657>

Penn State University (GEW 2020)

Startup Culture in the Classroom

The goal of this activity is to inspire the next generation of entrepreneurial thinkers. Entrepreneurs from your community or state will speak to educators and provide startup stories that they can use to inspire the creative minds of students. This session should provide educators with tools and examples they can use to spark interest in entrepreneurship.



IDEAS BANK

Looking for some other ideas on how you can rally support for your local startups and small businesses during GEW?

Example:

Startup Culture in the Classroom:
<https://genglobal.org/node/91163>

Startup Junkie (GEW 2020)

Entrepreneurs #MadeAt (Insert University Name)

This activity has entrepreneurs from your college or university share their experience of becoming an entrepreneur and what resources or experiences they had at school that helped them. If possible have entrepreneur panelists with different types of businesses (for-profit and nonprofit) and sectors. Share this activity with the hashtags #MadeAt(insert university name) such as #MadeAtSacState and #GEWeducation.

Example:

Entrepreneurs #MadeAtSacState:
<https://genglobal.org/node/94286>

Carlsen Center for Innovation & Entrepreneurship at
Sacramento State University (GEW 2020)



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DIGITAL AWARENESS

Add your activities to GEW.CO - and engage in the global dialogue on your favorite social media channels - to spread the word and show others what your community is all about.

Be sure to post photos and video clips from your GEW events on social media! Make sure to tag us and use the hashtag #GEW2021 for a chance to be featured on our Twitter, Instagram, Facebook and LinkedIn accounts.

Be sure to use and follow the official hashtag #GEW2021 or create your own custom hashtag to connect and focus on your community.

BRANDING SUPPORT + ADDITIONAL GUIDANCE

GEN provides all partners with tools, templates and resources to help plan, promote and produce an activity or otherwise get involved during Global Entrepreneurship Week. Go to gew.co to find:

- GEW 'Official Activity' badge
- GEW activity branding guide
- Promotional toolkit + social media card templates
- Leaderboards for the most active partner organizations and cities and more.

For any questions, reach out to Buke Cuhadar, VP for Global Operations at buke@genglobal.org.

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