

GEW 2021: NOVEMBER 8-14



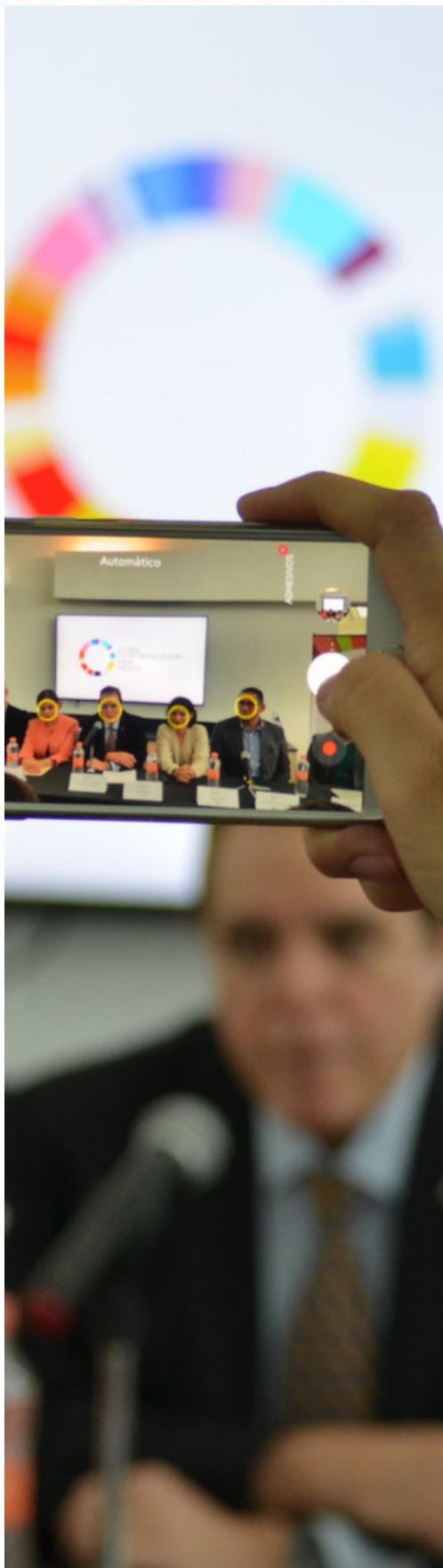
GLOBAL ENTREPRENEURSHIP WEEK | GEW.CO

STARTUP NATIONS POLICY HACK



A GEW Signature Activity Powered by:





GEW 2021: NOVEMBER 8-14

Thank you for getting involved in Global Entrepreneurship Week. This signature activity guide is intended to outline ideas for local organizers interested in leveraging GEW in an effort to utilize one of the most important skills for entrepreneurs: networking.

There are four themes for GEW 2021:

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

ABOUT GLOBAL ENTREPRENEURSHIP WEEK

Global Entrepreneurship Week is a massive campaign to celebrate and empower entrepreneurs in every country and community around the world – especially those individuals who face structural barriers or may have never considered the idea of launching their own startup. Each November, 10 million people take part in tens of thousands of activities, competitions and events that inspire them to act and provide them with the knowledge, experience and connections they need to succeed.

The closing of so many businesses and loss of jobs brought on by COVID-19 has been a wake-up call. Nations are rallying to reboot our economies for a better, more sustainable and equitable post-pandemic world. Meanwhile, they also are rethinking approaches to build back stronger and regenerate growth.

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, whether systemically marginalized, geographically hard-to-reach or otherwise pushed aside or left out. National campaigns in 180+ countries are driven by local event organizers who plan activities tailored to their community's needs.



ABOUT GLOBAL ENTREPRENEURSHIP WEEK

Global Entrepreneurship Week is powered by the Global Entrepreneurship Network with support from the Ewing Marion Kauffman Foundation, a diverse collection of national host organizations in 180+ countries and 20,000 local partner organizations.

The Global Entrepreneurship Network operates programs, like Global Entrepreneurship Week, that make it easier for anyone, anywhere to start and scale a company. GEN divides its programs into four distinct categories: those intended to celebrate entrepreneurs and inspire others to follow in their footsteps; those intended to better understand the underlying conditions that best enable entrepreneurs to thrive; those intended to support entrepreneurs through proven policy and programmatic interventions; and those intended to connect entrepreneurs, ecosystem builders and community leaders to strengthen local ecosystems around the world.

Partners are encouraged to plan activities tailored to their needs. Activities during the Week can range from small, local gatherings to massive international competitions – or anything in between. Meanwhile, a collection of signature activities provide partners with a ready-made offering and a set of instructions to plan a local (or virtual) activity like a Startup Huddle event, Speed Network the Globe session or a Startup Nations Policy Hack for your community.

While Global Entrepreneurship Week only takes place one week each year, the connections made are long-lasting. GEW serves as an opportunity to collaborate and engage with organizations and individuals to celebrate and spotlight entrepreneurs, expose people to the path of entrepreneurship, help them get started and facilitate access to capital and the resources they need to succeed.



GEW 2021 + POLICY

In the pursuit of economic growth and job creation, we are all working to find smarter ways to enable the founders of new firms. However, generally speaking, our governments are not designed to swiftly adapt or react to unexpected regulatory issues emerging from entrepreneurial innovation.

Policymakers have therefore been testing new strategies, like using regulatory sandboxes that bring government and innovators together to assess the regulatory risk, which mimic the lean approach entrepreneurs take to arrive at viable solutions to launch in the market. More specifically, GEN Policy has developed a Startup Nations Policy Hack tool, intended to help convene stakeholders as teams to jointly refine, test, and develop –or “hack”– policy solutions.

Over a half day, the Startup Nations Policy Hack offers participants a means to devise a policy recommendation and move it closer to being thought-out solution viable for implementation.



WHY HOST A HACK?

During GEW, you can test this approach in your ecosystem by convening a Startup Nations Policy Hack in an effort to:

- Minimize Risk of Policy Failure**

Developing policy instruments takes time and resources. By considering diverse perspectives from across the ecosystem, you can help ensure that policies are not designed in a vacuum, and minimize the risk of policy failure.

- Ecosystem Validation**

By engaging private sector ecosystem leaders in an effort to co-create policy, you increase your chances of generating buy-in from the entrepreneurship community, such as founders and entrepreneurs, investors, accelerators, leaders of entrepreneurial support organizations that influence opinion in the ecosystem, regulators, and others.

- Tangible Outputs**

Throughout the Hack, teams refine, soundboard and strengthen the policy solution through a facilitated process. This allows you to present to public sector officials more detailed policy solution proposal(s).



CONVENING A HACK

Step 1: Choose policy recommendations that can help lower barriers to entrepreneurs

Start by selecting a policy challenge which can make a difference to your entrepreneurial ecosystem. We recommend you select policy solutions proposed in [America's New Business Plan](#), which clearly defines some barriers many entrepreneurs face at the local, state and federal levels.

Your Startup Nations Policy Hack can take one or more policy recommendations, turn them into challenges, and form teams to develop specific solutions - all in a safe and gamified setting.

Step 2: Form Teams

The success of interventions by policymakers depends on the participation and contributions of key stakeholders from across the ecosystem. Sort invited participants into multidisciplinary groups of four to six people around each solution.

For example, if your chosen challenge is to work on "spurring the creation of new funding models and technologies that serve all types of new businesses, especially those currently underserved by the capital marketplace" (see [America's New Business Plan](#) for this example), the hack team might be comprised of a public official from an entity regulating funds, an entrepreneur from an under-served group, and perhaps an angel investor or a crowdfunding expert.

Or if the recommendation to be fleshed out is to "create pay-for-success models that provide federal support to organizations that serve entrepreneurs when certain agreed-upon benchmarks are met" you could invite leaders from entrepreneur-support organizations to be at the table.

Ideally, each team will include at least one person from the target beneficiary group, as well as a public sector official who can share the challenges of making things happen, and if all goes well, commit to raising the idea of implementing the policy solution(s) after the Hack. All might commit to at least keep the conversation going within the ecosystem after GEW to remove the identified barriers.

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Step 3: Enlist Facilitators

The Startup Nations Policy Hack process includes a series of sequenced activities that are intended to guide participants through different stages of policy design, inspired by the lean canvas approach. These stages include: problem definition, defining metrics of success, outlining necessary resources, etc. See the [Public Policy Lean Canvas](#) sheet, which each team should have in front them.

At least one mentor should be available to the teams to keep the conversation focused on the selected policy recommendation, and to:

- Act as facilitators in guiding teams through the [Public Policy Lean Canvas](#).
- Keep the discussion at the table focused on the chosen policy challenge.
- Encourage participants as they unlock challenges to design a viable solution to the chosen policy challenge.

Step 4: Feedback Loops: Mentors + Judges Help Teams Fine-tune Policy Solutions

Each team will engage in a deep conversation about the policy approach, within a time limit to arrive at a consensus, to then present their proposed solutions to a jury.

During the allocated time for team members to work together and ‘hack’ a workable solution, it is recommended that selected mentors from government, business and entrepreneur-support organizations rotate from team to team, spending about 10-15 minutes with each, to provide advice and support to participants as appropriate.

These mentors can also serve as judges who will listen to the first round of policy solution pitches and provide feedback. During this first round of pitches to a panel composed of the mentors, teams present their preliminary policy solutions, so that they gain some practice and feedback before their final presentations.

The final presentation of solutions should ideally be in front of a jury of 3-4 special guests, such as the head of your government’s entrepreneurship desk/agency, rock star entrepreneurs in your community and an investor. Each team should be allotted seven minutes to pitch their solutions, with another seven minutes worth of constructive feedback from the jury. This will allow for solutions to receive additional feedback and for key stakeholders to gain familiarity with the proposed solutions.

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SUGGESTED AGENDA

Approximately five hours with 4-6 teams:

- Introduce the objectives, teams, and rules of the game (15 mins).
 - Optional opening component: Welcome remarks from a leader in the ecosystem – Ideally a policymaker who led on the implementation of a legislative or regulatory solution relevant to startups to build momentum towards solving policy challenges.
- Team members come together to brainstorm ways to refine the policy challenge and solution for at least one hour. They have the possibility of getting input from mentors.
- Each team presents their policy solution to a panel of mentors/judges, who provide feedback (estimate 15 minutes per team for the presentation and feedback).
- Teams regather to process feedback and work to further refine their solutions (30-45 minutes).
- Team representatives make their final presentations of their proposed solutions to the panel of mentors/judges who select their favorite(s).
 - Optional: broader audience voting.

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HELPFUL TIPS + RESOURCES

Invitation Process:

- State clearly what the motivation is for hosting the Startup Nations Policy Hack. In your invitations to team members, mentors and judges, use factoids to describe the barriers to be solved. America's New Business Plan will help you state with sufficient detail how different barrier(s) affect entrepreneurs. You are welcome to borrow material from the plan directly.
- Encourage participants to prepare by issuing team member invitations with plenty of lead time (weeks if you can) for them to reflect – alone or in concert with others - on how to address the policy barriers. Encourage them to conduct further research, talk to others and read up on the issue. Many policy hacks traditionally present challenges to the teams only on the day of the event for drama, but for the Startup Nations Policy Hack we recommend that participants come ready to give meaningful feedback and concrete ideas in order to maximize the value of the Hack and its potential of delivering workable and innovative new policy solution(s).
- You may choose to give team members who accept the invitation visibility before the event. This can result in them getting even more input from interested parties in their search for a solution. Please see a sample announcement, [here](#).

At the Event:

- If convening an in-person Policy Hack:
 - Offer team leaders the necessary materials (e.g. flip-charts, markers, large printouts of the Public Policy Lean Canvas, etc.), so they jot their ideas while remaining focus on policy substance.

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- There should be enough working space for each team to discuss, and for mentors to walk around each team work table to provide guidance, as necessary.
- If convening a virtual Policy Hack:
 - Team facilitators should be charged with sharing their screens, using breakout rooms on platforms like Zoom, and filling out the [Public Policy Lean Canvas](#) based on comments from team members who raise their hands to weigh in.
 - Assign one mentor per team breakout.
- Allocate no less than 90 mins total to the actual team work for meaningful collaboration to happen.

ADDITIONAL GUIDANCE

Startup Nations is a specialist network for public officials who are active in entrepreneurship policy development and implementation in their countries, many of which have convened [Startup Nations Policy Hack](#) locally. You may contact us with any questions, and even request suggestions on mentors you could invite for your Policy Hack teams, etc.

There is no fee to host local editions of the Startup Nations Policy Hack. If you decide to host this Signature Activity, we will provide you with the logo and other relevant materials. This will allow us to promote your event among our network, as well as feature its outcomes on our global platforms, such as the [Startup Nations Atlas of Policies](#).

Please contact cristina@genglobal.org with any questions or simply to let us know if you will be joining in this global policy hacking effort.

Good luck.

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BRANDING + DIGITAL AWARENESS

TEXT RECOGNITION:

Be sure to include the following written description on websites / blog posts, marketing materials and press releases:

Startup Nations Policy Hack is a signature activity of Global Entrepreneurship Week. From November 8-14, 10 million people in 180+ 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 "signature activity" badge shown below 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.

You can download the badge by clicking on GEW Logos + Brand Resources at gew.co.



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

Also, follow the official hashtag #GEW2021 or create your own custom hashtag to connect and focus on your community. (In addition to using the official hashtag)

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ABOUT THE GLOBAL ENTREPRENEURSHIP NETWORK



GLOBAL
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NETWORK

Startup Nations Policy Hack 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.

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40,000 activities

20,000 partners

180+ countries

1 Week



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