

GLOBAL ENTREPRENEURSHIP WEEK
ACTIVITY IDEAS BANK



TABLE OF CONTENTS

About Global Entrepreneurship Week.....	01
How to Use this Guide.....	02
Ecosystem Activity Ideas.....	03
Policy Activity Ideas.....	07
Education Activity Ideas.....	09
Inclusion Activity Ideas.....	16
More Activity Ideas.....	19



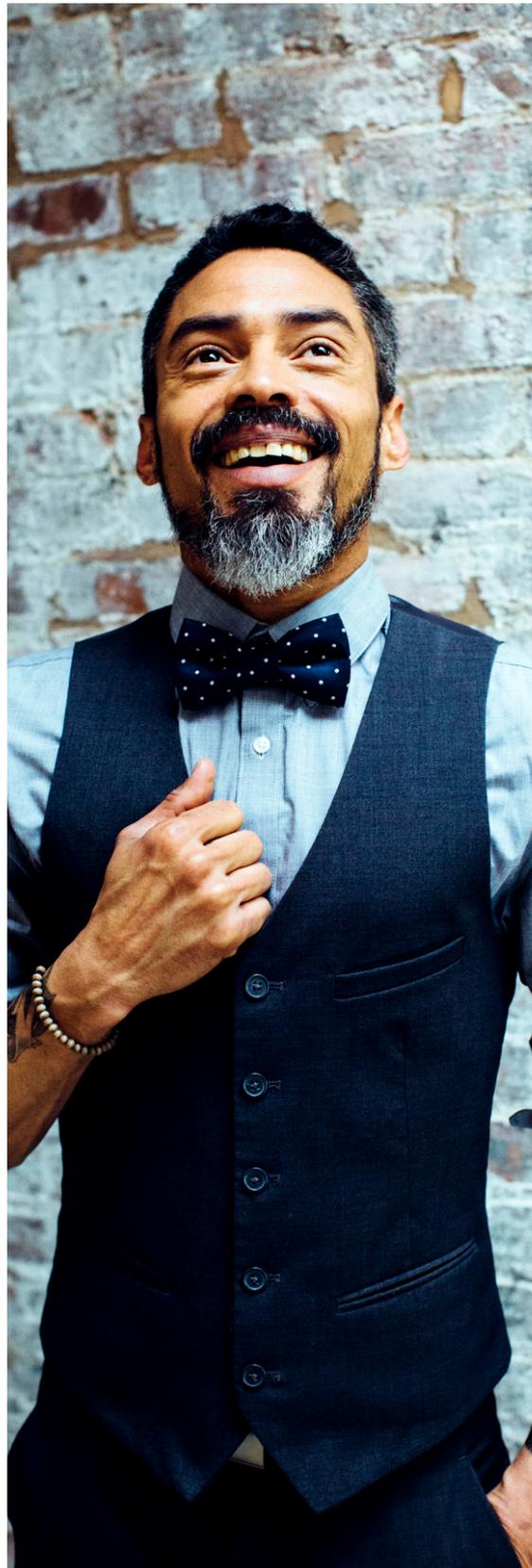
ABOUT GEW

Global Entrepreneurship Week is a movement to celebrate and empower entrepreneurs in every country and community around the world – especially those who face structural barriers or may have never considered the idea of launching a 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.

Global Entrepreneurship Week reaches beyond high-tech startup hubs like Silicon Valley, London and Shanghai. It envisions 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 are driven by local event organizers who plan activities tailored to their community's needs. Activities can range from small, local gatherings to massive international competitions – or anything in between.

While GEW only takes place one week each year, the connections made are long-lasting. The campaign 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 to grow.

Global Entrepreneurship Week is powered by the Ewing Marion Kauffman Foundation and supported by a range of strategic partners including corporate sponsors like FedEx, entrepreneurship support organizations like Endeavor Global and JA Worldwide, a diverse collection of national host organizations and 25,000 local event organizers.



HOW TO USE THIS GUIDE

Want to host a Global Entrepreneurship Week activity in your region, but don't know where to start? We've included 100+ ideas here to inspire you.

The activities are organized by four categories:

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

In the pages below you will find the basic concepts for each activity, along with examples organized by GEW hosts around the world.

Look to them for inspiration - but we encourage you to get creative and put a unique spin on your activity.

Happy planning!



#ECOSYSTEMS ACTIVITY IDEAS

GEW Ecosystems inspires communities to collaborate, and share their networks and markets to help rising startups thrive. This theme celebrates the shared challenges and triumphs of entrepreneurship communities and hubs around the world.

Speed Network the Globe

The object of Speed Network the Globe is to catalyze as many speed networking events as possible across your country during GEW. The event is exactly like it sounds, an easy way to network and meet people in your community who may be able to help you crowdsource solutions to questions or problems, connect you to resources and provide support along your entrepreneurial journey. See an example of this activity [here](#).

Startup Huddle (GEW Signature Activity)

Startup Huddle is a program designed to help one entrepreneur at a time while strengthening local ecosystems around the world. Currently, more than 50 cities host weekly or monthly Huddles where one or two founders share their startup challenges and crowdsource support from the community. See an example of this activity [here](#). *This is also an #Education theme activity.

I Am an Entrepreneur

The goal of this activity is to give entrepreneurs a platform to share their "Aha" moments. In a social media campaign, invite your community to share what made them want to become entrepreneurs and "Aha" moments that catapulted their entrepreneurship careers. See an example of this activity [here](#).

Startup Weekend Online

Techstars Startup Weekend is 54 hours of experiential education for technical and non-technical entrepreneurs focused on supporting the local community. The object of the activity is to immerse individuals in a startup environment. With Startup Weekends happening around the globe during Global Entrepreneurship Week, all participants will be exposed to the tools, experiential education and connections that could further their entrepreneurial journey.

Startup Crawl

Work with local startups and co-working spaces to put together a "Startup Crawl". Set tour times for participants to learn about local startups and businesses, and get to know the different accelerator, incubator and co-working spaces in the area -- and what they have to offer budding businesses. See an example of this activity [here](#).

1 Million Cups

1 Million Cups works with entrepreneurs, empowering them with the tools and resources to break down barriers that stand in the way of starting and growing their businesses. The goal is to bring 1 Million Cups to communities across the United States during GEW. See an example of this activity [here](#).

#ECOSYSTEMS ACTIVITY IDEAS

Startup Exposition

Showcase your community by inviting startups to exhibit together in one large location. This is an opportunity for startups of all stages to showcase their offerings to local investors, accelerators, students, potential hires, city government and other local partners. See an example of this activity [here](#).

Resource Fair

Host a resource fair at a local community center or other public space. Invite organizations that can provide goods and services to local startups to exhibit. Consider vendors such as banks, community development financial institutions, small business development centers, incubators and other local entrepreneur support organizations. See an example of this activity [here](#).

How to Navigate Business Law

Engage local attorneys or business law experts in your community to host free workshops for business owners, startup founders and others interested in learning the legal side of starting a business. This activity could encompass a workshop night or a series of mentor hours.

Business Plans 101

Successful startups often start with strong, thorough business plans. What are investors looking for in a promising startup and their business plan? Hold an information session to help startups in your community grow. See an example of this activity [here](#).

Civic Innovation Challenge

Use GEW as a time to assess some of the challenges in your ecosystem and innovative ways to address them. Throughout the week, host 1.5-2 hour sessions to work on pre-selected topics in groups. The goal is to present potential solutions at the end of the week. See an example of this activity [here](#).

Coffee with the Chamber*

Host a roundtable or panel to allow entrepreneurs to ask questions of your local Chamber of Commerce. This informational session should allow the chamber to share resources and give new and existing entrepreneurs a better understanding of business resources available in the community. See an example of this activity [here](#). *This is also a #Policy theme activity.

#ECOSYSTEMS ACTIVITY IDEAS

Smart City Challenge

During a Smart City Challenge hackathon, registered competitors solve the challenges of building smart homes and buildings, smart transportation, smart manufacturing, smart environment, and smart health. The competition lasts 24 hours without a break and competitors will develop a completely new solution according to the competition rules. See an example of this activity [here](#).

Entrepreneurship on Tap

Entrepreneurship on Tap gives young people the opportunity to meet leading entrepreneurs to talk about the entrepreneurial life and its challenges. If regulations allow, host the event at a local cafe/bar. The aim is to have engaging discussions in a laid-back environment with quality networking. See an example of this activity [here](#).

Free Co-Working Day

Entrepreneurs, small business owners, freelancers and remote workers around the world are utilizing co-working spaces and sharing offices as a cost-effective way to grow their business and build community. Offer a free co-working day in a space in your community. See an example of this activity [here](#).

Barter Challenge

Innovators and problem solvers everywhere can offer their skills and resources to each other for mutual gain. Leverage skillsets, subject matter expertise and competitive advantages as a bartering tool to pay forward and promote principles of bootstrapping to stretch budgets and still get what you need to keep your business moving forward. See an example of this activity [here](#).

THE E3 SCORECARD: Assessing The Health + Equity Of Your Ecosystem

The Equity for Every Entrepreneur (E3) Scorecard allows you to measure the extent to which the people, programs, networks and narratives of your ecosystem center equity and inclusion, thus promoting economic opportunity for all. Once you complete the scorecard you will receive a custom report outlining where your strengths and opportunities to grow lie. If your community submits more than 20 responses, you can receive more granular recommendations based on your results. See an example of this activity [here](#).

Entrepreneurial Meetup

Invite local entrepreneurs to share positive news impacting their businesses (i.e. expansions, new funding, hiring milestones, etc.). See an example of this activity [here](#).

#ECOSYSTEMS ACTIVITY IDEAS

National Deal Showcase

Bring together local angel networks, venture capital funds and public organizations that are investing in startups across your country to discuss their deals. Consider inviting investors and professionals from outside of your country to attend or speak during the event to promote cross-border investment and knowledge of your startup ecosystem.

Integrating Work and Home During Covid-19 Times

Host a discussion on (im)balance in life, work, school and home during COVID-19 times. Invite speakers to describe the situation in their region. The audience can ask questions and join the discussion.

Entrepreneurship Fail Forward Night

Whether you're a serial entrepreneur or taking your first kick at the can, the Fail Forward Night offers candid storytelling you won't want to miss. Invite local entrepreneurs to share their stories of how they have navigated the startup process and network with your entrepreneurship community. See an example of this activity [here](#).

Doing Business With –

Invite local representatives of global corporations (i.e. AWS, IBM, Coca-Cola etc.) to share supply and value chain opportunities with entrepreneurs in your community.

Global Perspectives

In this activity, two or more global communities share best practices and information about their ecosystems. When picking a city to host a joint activity with, consider what you have in common: community size, similar primary sectors, sister cities, etc. This activity will require a strong internet connection so communication between communities is possible. See an example of this activity [here](#).

#POLICY ACTIVITY IDEAS

GEW Policy highlights the work of governments and policymakers to help entrepreneurs everywhere start and scale.

Startup Nations Policy Dialogue

The Startup Nations Policy Dialogue gathers 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. See an example of this activity [here](#). *This is also an #Ecosystems theme activity.

Startup Nations Policy Hack

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 a thought-out solution viable for implementation. See an example of this activity [here](#).

Conversation with a Mayor, Congressman or Governor

Policies at the community and regional level can impact the ability of businesses to start and grow. Do local policies attract entrepreneurs to starting businesses or deter them? Gather entrepreneurship-related questions from constituents and have a moderator pose them to the policymaker. Entrepreneurs should view this as an opportunity to advocate for policies and access to resources. This is also an opportunity for policymakers to hear what really matters to entrepreneurs, as well as to share what policies they are focusing on to make the local or regional environment more attractive to entrepreneurs. See an example of this activity [here](#).

Breaking Barriers to Entrepreneurship*

This activity engages your community to improve the local entrepreneurship ecosystem. Ask your community for content submissions (i.e. short videos, audio files or articles) that outline challenges they, their friends or family have faced while doing business in your region. Select the most pressing and prominent problems/issues and start public discourses on them. Through this public dialogue, advocate for policy reform measures that can help resolve them. See an example of this activity [here](#). *This is also an #Inclusion theme activity.

#POLICY ACTIVITY IDEAS

Policy and the People

Host a conversation about what it means to be an advocate for entrepreneurship policy. During this activity, explain how to advocate local policymakers and how to use advocacy to lead to policy change and make a difference in your ecosystem. Consider inviting speakers who have successfully done this, or discuss a challenge and walk away with an advocacy plan.

Virtual Trade and Chamber Business Roundtable

This roundtable will explore and discuss novel solutions and best practices for keeping sustainable trade and safe supplies flowing in addition to leveraging diasporas, home and cultural knowledge for diaspora and domestic market economic recovery and growth. Industry focuses may include climate finance, agri-business and food, high-value manufacturing, healthcare, development consulting and education. See an example of this activity [here](#).

#EDUCATION ACTIVITY IDEAS

GEW Education shines a spotlight on partners, activities and thought leaders in the field who are shaping the way we educate and train nascent entrepreneurs around the world.

National Brilliant Business Kids Festival*

Invite teachers and parents to this hands-on, exciting day that celebrates innovation, creative problem-solving and entrepreneurship. The full-day program includes workshops, masterclasses and panel discussions with leaders in industry, education and academia. It engages students in entrepreneurial thinking to solve problems faced by industries and communities that align with the United Nations 17 Sustainable Development Goals. The day culminates in a national pitch competition. See an example of this activity [here](#). *This is also an #Inclusion theme activity.

Startup Culture in the Classroom

The goal of this activity is to inspire the next generation of entrepreneurial thinkers. Invite entrepreneurs from your community or state to speak to educators and provide startup stories 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. See an example of this activity [here](#).

Rocket Pitch Competition*

50 student and alumni entrepreneurs will have three minutes and three slides to pitch their innovative business ideas online to a live audience and receive real-time feedback. See an example of this activity [here](#). This is also an #Ecosystems theme activity.

Entrepreneurs #MadeAt [insert your university name]

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

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 businesses. How did their college experience impact that journey? What motivated them to pursue entrepreneurship? See an example of this activity [here](#).

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 how 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? See an example of this activity [here](#).

#EDUCATION ACTIVITY IDEAS

Pitch Competition

Encourage the entrepreneurial talent in your students by hosting a pitch competition. Allow 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, and/or scholarships that will help further their business concept. See an example of this activity [here](#).

Pitch Perfect*

Demonstrating business value in a 2-3 minute pitch is a skill all aspiring entrepreneurs need to develop, regardless of where they are in their journey. Invite a local entrepreneur to guide aspiring founders through a simple but effective process to develop and practice their pitch amongst peers. As a bonus, prizes can be awarded to the best pitches at the end of the session. See an example of this activity [here](#). *This is also an #Inclusion theme activity.

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. See an example of this activity [here](#).

Idea Mentoring Sessions

In this activity, students with either a business idea or an actual venture are encouraged to participate in an informal pitch workshop. There is no dress code, no memorized pitch and no ask for funding. Instead, students present their businesses or concepts to a panel of "judges" for no more than 5 minutes. Following this presentation, the panel will have a Q&A, offer constructive criticism and recommended action points to move forward with. See an example of this activity [here](#).

New Venture Expo

A New Venture Expo is an opportunity for students on your campus who are actively running businesses or have new business ideas with momentum to showcase their ventures in front of local entrepreneurs. Invite student entrepreneurs to host exhibits containing marketing content, presentations, promotional materials, and more. See an example of this activity [here](#).

Field Trip

The idea of this field trip is to open doors and create opportunities for students. Maybe students want to see a company's culture in action. Perhaps they want to know what the realities of working in an incubator co-working space are. Maybe, with input from fellow students, you explore a particular industry. See an example of this activity [here](#).

#EDUCATION ACTIVITY IDEAS

High School Startup Day

The object of High School Startup Day (HSSD) is to give students a platform to identify and analyze real-world problems and collaborate with their peers to conceptualize tangible solutions. HSSD gives students one day to achieve one goal: solve a problem students face in high school or secondary school. The intensive workshop teaches everything from financial literacy, market research and customer discovery, to thinking creatively and building teamwork skills. See an example of this activity [here](#).

Student Demo Day

Engage local elementary, junior high and high schools to host a Student Demo Day – challenging students to think creatively to pitch a business or product idea to their class or the student body. Team up with a local business or tech company to award prizes – which could range from a certificate of achievement to a university scholarship. See an example of this activity [here](#).

Girls Who Code*

Team up with local elementary, junior high and high schools to sponsor a “Girls Who Code” activity. This teaches young female students how to create basic code and shares opportunities for them in the computer science and STEM fields. See an example of this activity [here](#). *This is also an #Inclusion theme event.

Shadow an Entrepreneur

Seek out local entrepreneurs and ask to have students observe them on a typical business day. Ask the entrepreneur to share their insights into what it takes to become a successful entrepreneur. See an example of this activity [here](#).

How to Become an Entrepreneur in 10 Days Program

Each “day” within the program will be a new step in the direction of becoming a mogul in the business world. Ten separate stations will represent each “day” during the one-day event, allowing for a self-guided experience. The “days” will be decided on by local entrepreneurs/experts who have taken the steps to build their businesses and be successful. See an example of this activity [here](#).

Music Festival: To the Beat of Your Own Drum

Organize a music festival that showcases local talent in all genres of music, allowing students to perform as well as help with backstage needs. Artists can showcase their talents on stage in front of a large audience, demonstrating how entrepreneurs come in many different forms.

#EDUCATION ACTIVITY IDEAS

Lights, Camera, Action: Spotlight on Entrepreneurs

Host a film festival showcasing enterprising individuals. Have students create and submit videos on the theme of entrepreneurship and hold a film festival showcasing student work.

Student Entrepreneurship Competition for Social Good

Business is a way to not only make our lives easier but also to make our world a better place. Organize a competition in which students submit a plan that will not only make money but improve the world around us. This program will introduce the concept of corporate social responsibility and demonstrate that financial outcomes do not exclude positive outcomes for the environment and social performance (the triple bottom line). See an example of this activity [here](#).

Business Venture Competition

Intended for high school business classes, this competition requires dividing a class into several teams that compete to formulate a money-making business venture. Each team is expected to select a product to sell for one week (as well as manage the finances, look for investors, conduct market research, etc.). The team that makes the most product revenue by the end of the week wins the competition.

How Much Will You Raise for Your Startup?

Approach an investor/advisor to host a hands-on workshop to discuss how to build a robust budget and projections for startups. See an example of this activity [here](#).

Mental Health and Resilience for Entrepreneurs - Let's Connect

Being an entrepreneur can be mentally challenging, especially during COVID times. Mental health is a long-term success factor for any entrepreneur. Invite an expert to look at why this role is challenging and how participants can check whether they are on a good path. The expert can offer insights into how other entrepreneurs cope, what strategies work for them and how resilience can be built. Wrap up the event with a shared learning session. See an example of this activity [here](#).

Increasing Creative Capacity

Invite a creativity expert to an interactive workshop, which will engage participants in exploring the concepts and skills that lead to deeper awareness and appreciation of creativity as a capacity we each possess.

#EDUCATION ACTIVITY IDEAS

Using Market Research to Validate a Business Idea

Invite an expert to discuss market research databases. Participants will learn how they can help validate a business idea, lead them to competitors, provide information on emerging technologies and more.

Digital Tools for Startups

Design a training session that focuses on using digital tools to maintain and develop business relationships and increase interactivity and human connection in digital communications.

Masterclass on Behavioral Styles

Founders need plenty of skills and knowledge to take their startups to the next level. The goal of this Masterclass is to help founders communicate better with different people in their startup environment. Bring a behavioral expert to discuss various effective communications styles. See an example of this activity [here](#).

Entrepreneurship Lecture Series

Organize a special entrepreneurship lecture series to celebrate Global Entrepreneurship Week at your university.

Get Inspired

Invite three inspirational entrepreneurs to share their stories followed by a Q+A session with the audience.

Entrepreneur Traits Talk

What skills and traits does it take to be an entrepreneur? Can you develop the skills required to be an entrepreneur? Host an expert who can guide participants on what to be mindful of as they embark on their entrepreneurial journey.

Websites That Work: Boost Your Online Presence

Host an expert to talk about creating a website that leads to sales and boosts a business's online presence, covering topics from SEO to content.

#EDUCATION ACTIVITY IDEAS

Business Model Development for Technopreneurs

Technology startups need business modelling, and this session helps them chart their startup model in complete confidentiality and independently. See an example of this activity [here](#).

Sales Foundation Boot Camp

In early and growth-stage companies, there are only two things that matter: building and selling. We teach builders how to build. Why not teach sellers how to sell? This boot camp is a compilation of the best-in-class concepts, strategies, processes, technologies and practices to grow sales at any organization. If your audience is interested in starting a company, joining a start-up, or developing 'intrapreneurial' skills, this bootcamp is for them! See an example of this activity [here](#).

How to Speak to Investors Workshop

What is the best way to approach an investor? The truth is, it really depends on a variety of factors from both sides. This workshop shares different approaches entrepreneurs can take to make the best possible impression on investors. See an example of this activity [here](#).

Django Fest

This is a one-day workshop where participants learn to build a simple app using the Python framework, Django. It's ideal for people who are curious about coding but don't want to jump in and take a full-blown class or bootcamp. See an example of this activity [here](#).

Human-Centered Problem-Solving

Human-centered design (HCD) is a creative approach to problem-solving that focuses on understanding your customers. The process starts with understanding their needs and generating solutions that are tailored to them. It also means creating prototypes and getting them in front of your target population. This workshop will help early-stage entrepreneurs identify their target customers and develop prototypes to pilot their product/services. See an example of this activity [here](#).

Value Creation Challenge - Youth

The Value Creation Challenge seeks to empower teachers, regardless of their subject area, to align/embed entrepreneurship education content into their lesson plans and provide students with opportunities for real-life simulations of what it's like to solve problems and add value to customers.

#EDUCATION ACTIVITY IDEAS

Enhancing Customer Discovery

Many entrepreneurs master a product or service only to discover that earning customers is the hardest job of all. This session will examine questioning techniques and consultative selling as it relates to entrepreneur success. Address things like understanding market wants vs. needs, the three communications dynamics, word traps and the golden question. See an example of this activity [here](#).

BizPitch

In this activity, entrepreneurs pitch ideas to a panel of industry experts who help identify potential weaknesses or threats as well as provide positive and insightful commentary. See an example of this activity [here](#).

STEM Education in the Classroom

Host a workshop to introduce students to STEM education, robotics and coding. Utilize a platform like Trashbots (specifically built for schools) or any other low-cost platform. Regardless of location or format, students everywhere can learn the basics of STEM. The workshop provides students with guided tutorials and project ideas designed to challenge their creativity and get them interested in the future of inventing.

Feasibility, Structure, Licensing and Registration

This activity is for people who have dreamed of being their own boss but don't know where to start. It shares the basics of starting and successfully operating a business while answering questions like, "How do I turn my good idea into a successful business?", "What is the feasibility of my business idea?", "What kind of forms and licenses do I need?" and "Where is the best place to open my business?" See an example of this activity [here](#).

Entrepreneurial Speed Dating

Entrepreneurial Speed Dating focuses on connecting like-minded individuals with innovative mindsets and relevant skills. The main objective of this event is to bridge the gap between concepts and those equipped with the skills to transition them from vision to reality. Within four minutes, entrepreneurs pitch their ventures or skills in hopes of finding a team where their unique innovations, skillsets and perspectives w

Startup Challenge

Startup Challenge is a virtual startup accelerator for communities, students and professionals with early-stage business ideas. This activity guides participants to build a business idea and craft an elevator pitch in just one week. Whether participants are experienced entrepreneurs or just starting, Startup Challenge gives the structure and support to build ideas, craft powerful pitches and compete for prizes.

#EDUCATION ACTIVITY IDEAS

Social Entrepreneurship Opportunity Fair

Organize a Social Entrepreneurship Opportunity Fair to share information about internships, jobs, education, and service positions to help people launch careers in social entrepreneurship. From Benefit Corporations to global service organizations and large foundations to small rural startups, this activity explores a multitude of ways to take concrete steps toward a career as a changemaker. See an example of this activity [here](#).

Preparing a Business Plan and Financial Projections

The best way to prevent business failure is to plan properly from the start. This workshop assists entrepreneurs in starting down the path to successful business ownership by learning the steps to successfully prepare a business plan and financial projections.

Brand Building + Logo Designs

A strong logo is essential to any brand. For this session, invite experts to share how to develop a logo that works. Talking points may include factors to consider when designing a logo, types of logos and their pros and cons, best practices for developing a logo and logo mistakes to avoid at all costs. See an example of this activity [here](#).

Cyber Security and Data for Startups*

Design a data and security session specifically for startups. The world of data protection and cybersecurity can be a confusing place for new businesses. Cybersecurity experts from government and the private sector can help clarify requirements and key considerations for startups. The can session includes presentations from experts on how to keep businesses safe and data protected. See an example of this activity [here](#). *This is also an #Policy theme activity.

DECA Intuit Innovation Challenge*

The Intuit Innovation Challenge is a hands-on design thinking project, daring students around the globe to innovate for impact to help reverse the effects of global warming. Through the challenge, teams apply Intuit's design thinking methodology, Design for Delight, to develop an innovative sustainability solution. Teams will demonstrate their use of the design thinking process in a three-minute video presentation that brings to life their process and outcomes. See an example of this activity [here](#). *This is also an #Ecosystems theme activity.

Essential Communication Skills for Entrepreneurs

For today's entrepreneurs, effective communication could be the difference between success and failure. In this session, share how to craft valuable business relationships by developing strong communication skills. Highlights may include creating positive first impressions, the value and importance of listening and the use of positive and constructive language.

#INCLUSION ACTIVITY IDEAS

GEW Inclusion highlights the work startup champions are doing to minimize barriers and obstacles for entrepreneurs by maximizing inclusion. This theme celebrates diversity in all forms.

Women in Entrepreneurship Panel

Bring your community together to inspire future female entrepreneurs, innovative thinkers and potential investors by hosting a panel of women who are successful entrepreneurs, experienced investors, community development leaders, or corporate partners who support entrepreneurship.

The Future Landscape of Women-Led Innovation

Host a panel discussion with female founders who can share their experiences and visions for a women-led entrepreneurial landscape. Consider discussing leadership skills, challenges and preparing for funding. See an example of this activity [here](#).

Women in Early-Stage Investment

Host a panel of successful female investors sharing how they entered the world of investing, challenges they faced and overcame and their strategies and advice for future generations of women investors. See an example of this activity [here](#).

The Power of Connections for Women Entrepreneurs

Host a panel featuring women entrepreneurs who will discuss how they used their connections to create a strong foundation for their entrepreneurial journey. Follow the panel discussion with networking so attendees can make new connections to leverage and strengthen later. See an example of this activity [here](#).

Town Hall Series: Inclusion + Entrepreneurship

Host a series of "Town Hall" meetings to discuss inclusive entrepreneurship with speakers and guests from different backgrounds. See an example of this activity [here](#).

Startup for SDGs*

Invite young entrepreneurs to pitch business ideas contributing to Sustainable Development Goals (SDGs). Bring together a select panel of impact investors and experts to provide feedback on how to promote sustainable and inclusive growth through entrepreneurship. See an example of this activity [here](#). *This is also an #Education theme activity.

#INCLUSION ACTIVITY IDEAS

A Conversation with Black Business Owners*

Host a roundtable or panel to hear from black business owners about their experiences starting and growing a business. Learn about the successes and challenges they face and what resources helped them along the way or resources they wish they had access to. See an example of this activity [here](#). *This is also an #Ecosystems theme activity.

Blind Spots: What Keeps Strategic Partners and Investors from Supporting Black-Founded Businesses?*

When Black founders create companies based on their lived experiences, there is often push-back that the market isn't big enough. Host a panel that explores the challenges and opportunities experienced by Black CEOs. Their stories will help communities and individuals understand their blind spots and encourage them to become part of the solution. See an example of this activity [here](#). *This is also an #Ecosystems theme activity.

Financial Equity for Black Businesses and Entrepreneurs*

Access to capital is a common challenge for entrepreneurs, however, minority-owned businesses often have more difficulty seeking access to capital. Host a session to discuss how to identify discriminatory practices in lending and what alternative lending may be available outside of traditional banks. See an example of this activity [here](#). *This is also an #Ecosystems theme activity.

B.L.A.C.K. initiative - Career Conversations: Black Business Owners*

Host a career conversation with Black business owners who share their experiences climbing to the top of their organizations, or who have started their own. Ask them to share strategies on how to achieve professional goals and become leaders. See an example of this activity [here](#). *This is also an #Ecosystems theme activity.

State of Latinx Entrepreneurship in Your Community*

Host a panel discussion for members of the local Latino business community. Discuss local business, challenges, and opportunities for entrepreneurs. Address representation for the local Latino business community within your ecosystem. See an example of this activity [here](#). *This is also an #Ecosystems theme activity.

Asian American Women Entrepreneurs Panel*

Host a panel of Asian American women to share their experiences as entrepreneurs, how their experiences are impacted by gender or race, and how culture or racism has affected their entrepreneurial journey. See an example of this activity [here](#). *This is also an #Ecosystems theme activity.

Veteran Women in Tech

Host a panel of veteran women entrepreneurs to share inspiring stories of transition, how they prepared for workforce re-entry, hurdles they faced along the way, and how they navigated career success. See an example of this activity [here](#).

#INCLUSION ACTIVITY IDEAS

Youth Pitch*

Youth Pitch is a competition where young people pitch business ideas and compete for cash prizes. The framework of the Youth Pitch presentation is as follows: The presenter or team has five minutes to share their business idea and respond to questions. A pitch needs to be clear, straightforward and not overly technical. See an example of this activity [here](#). *This is also an #Education theme activity.

Diversity and Inclusion in Entrepreneurship*

Bring a panel of experts from partner organizations to discuss how diverse or inclusive (or not) your entrepreneurial world is. *This is also an #Ecosystems theme activity.

GEW Roadshow*

Brand a vehicle, get startup founders and ecosystem builders on board and promote the idea of entrepreneurship in different regions to encourage youth to innovate, make connections and build business skills. See an example of this activity [here](#). *This is also an #Ecosystems and #Education theme activity.

Making Our Way Forward*

Making Our Way Forward navigates the creation of healing zones. Healing zones are communities, organizations and networks committed to building infrastructure (processes, policies, practices, programs, and pedagogies) that promote and support racial and ethnic healing, economic inclusion and reconciliation and educational equity. See an example of this activity [here](#). *This is also an #Ecosystems theme activity.

MORE ACTIVITY IDEAS

Get Started with Etsy

Craft entrepreneurship has taken off with Etsy, a popular marketplace. Organize a workshop with experienced Etsy entrepreneurs sharing practical advice to get e-commerce shops up and running. See an example of this activity [here](#).

Maker Entrepreneur Community Panel

Is there an active maker community near you? Organize a panel to hear from local makers on what inspired them to become entrepreneurs and specifically what resources are available in your community that have aided them on their entrepreneurial journey. See an example of this activity [here](#).

Youth Maker Mondays

Youth are instinctively innovative and youth makerspaces are opening in communities everywhere. Organize a project at a local makerspace – or any youth-friendly venue – and provide young people with instructions for a specific project to explore their potential. See an example of this activity [here](#).

Podcasting to Grow Your Business

Podcasting has become a popular form of consuming information on all topics. It can also be a way to promote businesses and bring in revenue. Host a podcasting activity to educate entrepreneurs on how to use podcasting for their business – including tips on what and what not to do. Invite a reputable business podcaster to share tools and advice. See an example of this activity [here](#).

Maker Professional Talk

Host a Q+A or fireside chat with makers doing their craft professionally to promote making as a viable career option. Consider the impact of makers telling their stories to inspire others to follow a similar path.

MORE ACTIVITY IDEAS

Art + Entrepreneurship Show

Organize an art show featuring artists who explore the basic themes or characteristics of entrepreneurship: opportunity recognition, creativity, problem-solving, risk-taking, resourcefulness and passion for ideas. See an example of this activity [here](#).

How They Built It: Inspiring Stories from Social Entrepreneurs

Hear from social entrepreneurs on what it takes to build an impact-driven venture. Learn from their experience, take away techniques and discover pitfalls to avoid when building a social impact venture from founders who have done it. See an example of this activity [here](#).

Encore Entrepreneurship

Host an informational session about pursuing entrepreneurship as a second career. Share resources available in your community and the steps needed to take to create a successful business.

A Panel of 50+ Entrepreneurs

Invite a panel of entrepreneurs 50 years of age and older to share their experiences starting businesses later in life. An older entrepreneur is likely to have different experiences from someone starting a business right out of college – learn what challenges or discrimination older entrepreneurs may face and what tools or experiences helped them be successful in their venture.

How to Speak to Investors

Invite experienced investors or local business loan officers to host a workshop or mentor hours to help startups learn how to perfect specific pitch points to secure investment. See an example of this activity [here](#).

MORE ACTIVITY IDEAS

Meet the Investors: A Panel Discussion

This activity is an opportunity to bring investors to entrepreneurs. One of the biggest challenges entrepreneurs face is access to capital. Hear from investors on what they are looking for in a pitch, what makes them want to invest and what entrepreneurs can do to find the right investor.

Alternative Funding Options in your Community/Region

Traditional lending from VCs or banks does not work for everyone. In this activity, share information and insights from alternative funding sources to raise awareness of options for entrepreneurs. See an example of this activity [here](#).

How to Raise Capital in your Community/Region

Invite active investors and angels from your community to host an educational workshop for startups interested in learning how to raise local capital for their ventures.



DIGITAL AWARENESS

Register your activities as 'GEW Official Activities' on GEW.CO to participate in the worldwide campaign and connect with the GEW Host in countries where your activities are being hosted. engage in the global dialogue around GEW 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 activities and events on social media using the official hashtag!

For more information, access our [digital promotional toolkit](#).

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

For any questions, reach out to Garry Lyon at garry@genglobal.org.



@unleashingideas



@unleashingideas



company/genglobal



@genhq

