

GLOBAL ENTREPRENEURSHIP WEEK GUIDE FOR
MILITARY ENTREPRENEURS



GLOBAL ENTREPRENEURSHIP WEEK

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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.

More than 200 communities in the United States take part, with more than 1,000 activities taking place across the country every year. Past VIP participants have included celebrity investor Mark Cuban, rapper Pitbull, Michigan governor Gretchen Whitmer and more.

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 they need to succeed.

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, a diverse collection of national host organizations and 25,000 local event organizers.



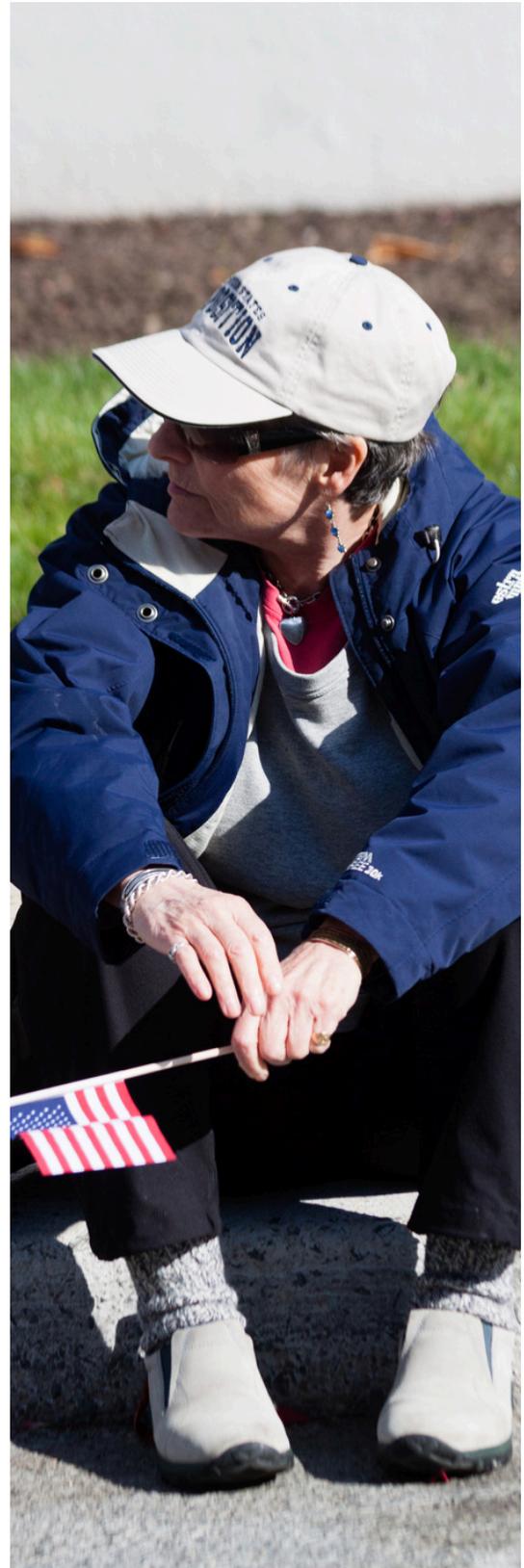
GEW + VETERANS

Veteran entrepreneurs are entering the workforce with a unique set of skills and as a second or later career. They are often pivoting to a different work environment and navigating the resources and opportunities available to them. With the help of peers and resource organizations, veterans can achieve their entrepreneurial dream.

Global Entrepreneurship Week highlights entrepreneurs and resource providers across the country and who are developing new tools to empower their local entrepreneurs.

Benefits of participating:

- Share your experience as a veteran entrepreneur.
- Form connections with peers. Learn about resource providers, especially those with a focus on veterans and military spouses.
- Learn about entrepreneurship initiatives in your ecosystem and beyond.





HOW TO GET INVOLVED

1. Browse our Ideas Bank

If you already have an event scheduled for November, skip ahead to #3 below. If you don't already have something in mind, we have 100+ ideas collected from GEW organizers around the world to inspire you.

Access the Ideas Bank [here](#).

2. Use our Audience Guides

GEW has something in it for everyone - entrepreneurs, investors, support organizations, policymakers and more. These guides help you tailor your GEW activity to your audiences and their interests.

Access the Audience Guides [here](#).

3. Add Your Event at gewusa.co

Create a user profile (or login to your current profile) on the site to add your activities to gewusa.co to help entrepreneurs thrive in your community and amplify awareness of your event.

Access the Event Calendar [here](#).

4. Display the GEW Official Activity Badge

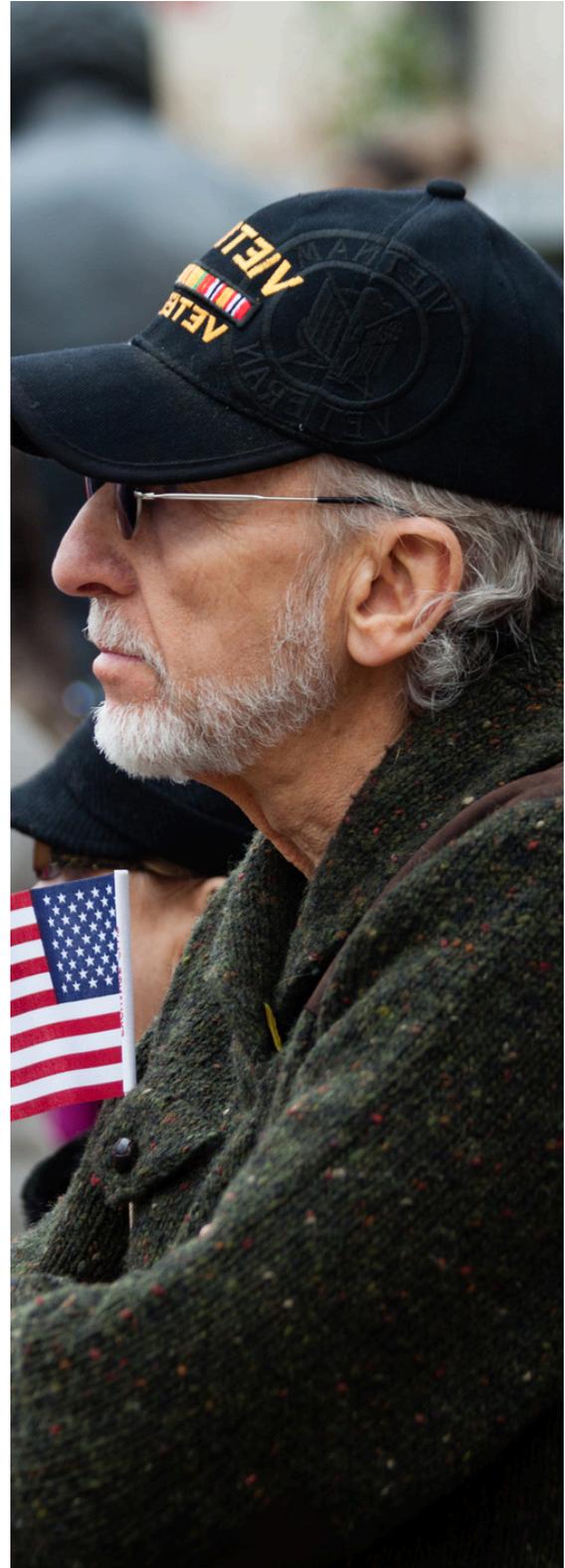
Emphasize your affiliation with GEW by incorporating the brand into your marketing materials, websites, newsletters and event signage. Check out our GEW brand guide, logo files, social cards and other brand resources.

Access GEW Branding Materials [here](#).

5. Spread the Word

Leverage our promo toolkits and templates to raise awareness in your networks and communities – and be sure to use the tags below so we can help amplify it!

Access the Digital Promotional Toolkit and Templates [here](#).





IDEAS BANK

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

Alternative Funding Options in your Community or Region

Traditional lending from VCs or banks does not work for everyone but there are other options available. Organize an event with entrepreneurs, investors and others sharing information about alternative funding sources available to local businesses.

Example:

[Alternative Funding Options in your Community/Region](#)

Hebrew Free Loan Association (GEW 2020)

Veteran Women in Tech

Host a panel of veteran women entrepreneurs who will share inspiring stories of transition, how they prepared for workforce re-entry, hurdles they faced along the way, and how they navigated career success.

Example:

[#THIS2020: Veteran Women in Tech Breakfast](#)

Impact Hub Houston, General Assembly (GEW 2020)

Learn Why Veterans Make Great Entrepreneurs

Host a panel and networking event to provide insight and connections to veteran entrepreneurs in your community. Invite experts in the field of business plan writing, financing, marketing/social media, and law to share why veterans have unique skill sets that make them poised to be great entrepreneurs. Follow the panel with personal mentoring from veteran entrepreneur peers.

Example:

[Learn Why Veterans Make Great Entrepreneurs](#)

GEW Fort Worth (GEW 2018)



IDEAS BANK

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

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.

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.

Startup Nations Policy Dialogue

Host a Startup Nations Policy Dialogue and help ensure that policymakers understand the importance of active angel investors to helping local entrepreneurs start, scale and stay – without chasing investment in massive startup hubs around the world. The Policy Dialogue guide provides simple step-by-step instructions to hold your own discussion, in cooperation with other entrepreneur-support organizations actors.



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
- Leaderboards for the most active partner organizations and cities and more.

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



@unleashingideas



@unleashingideas



company/genglobal



@genhq



ABOUT BUNKER LABS

Bunker Labs' mission is to support and convene military-connected entrepreneurs and small business owners. We accomplish this mission by facilitating an action-oriented, member-led network of entrepreneurs and small business owners, providing practical tools and resources, and highlighting inspirational stories that showcase the possibilities and accomplishments of the community.



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