

GLOBAL ENTREPRENEURSHIP WEEK GUIDE FOR
**SMALL BUSINESS
DEVELOPMENT CENTERS**



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.



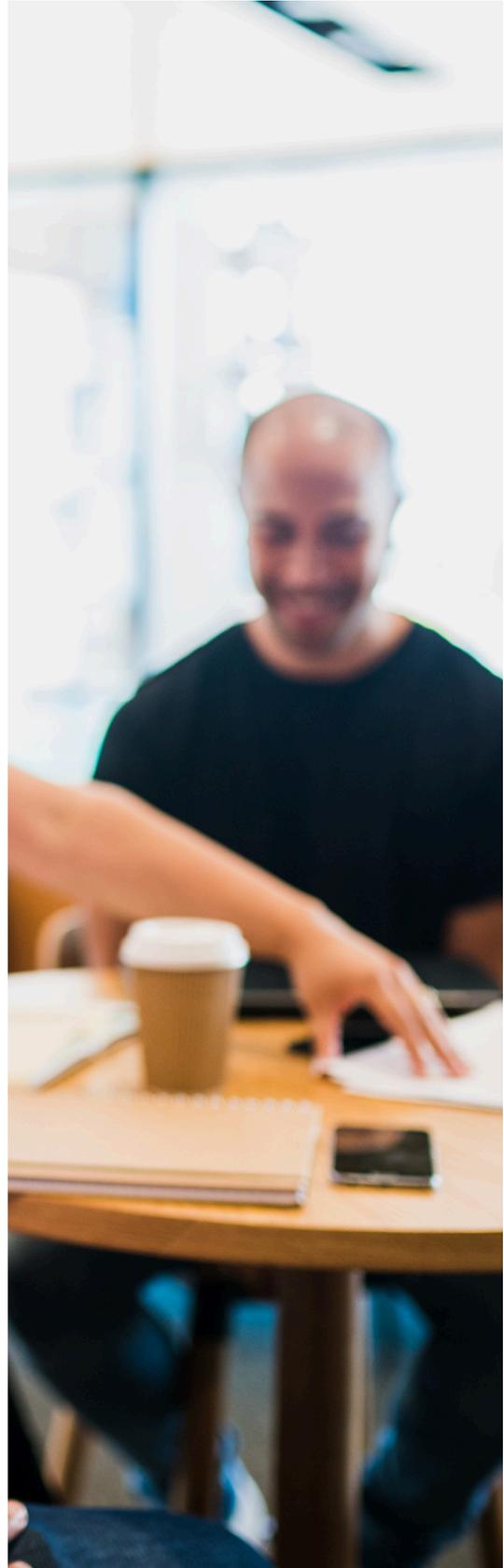
GEW + SBDCs

SBDCs are the starting point and primary resource for many entrepreneurs. SBDCs provide guidance navigating resources and a career path for those pursuing entrepreneurship. With many SBDCs associated with academic institutions, there is an opportunity to forge collaborations and programming that benefits both students and entrepreneurs.

Global Entrepreneurship Week highlights entrepreneurs across the country and around the world and those who are providing and developing tools to empower their local entrepreneurs.

Benefits to participating:

- Raise awareness for the resources SBDCs and the SBA provide.
- Connect with entrepreneurs or potential entrepreneurs in the community.
- Collaborate with local resource providers to form a stronger network of local business resources.
- Connect and collaborate with other SBDCs nationwide.
- Collaborate with your host institution on GEW programming.
- Connect with elected officials on the resources provided to entrepreneurs.



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

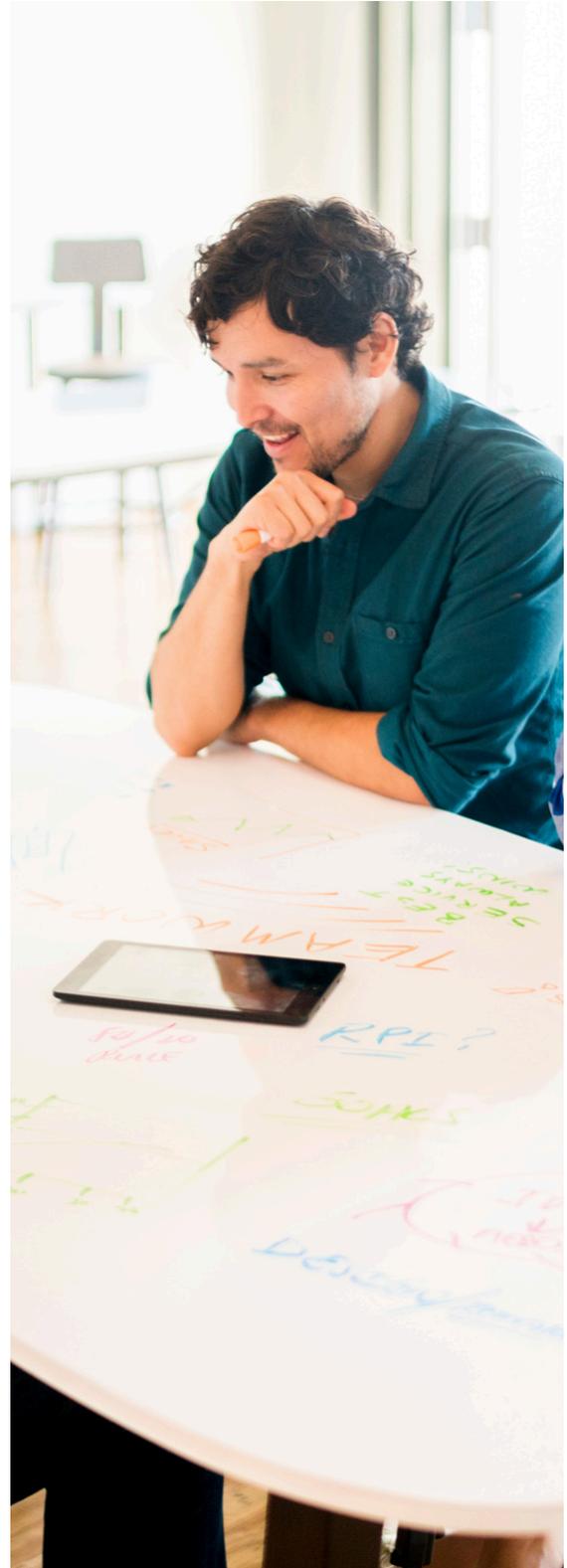
Emphasize your affiliation with GEW by incorporating the brand into your marketing materials, websites, newsletters and event signage. Check out our GEW brand guide, logo files, social cards and other brand resources.

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?

Business Plan 101

Successful startups often start with strong, thorough business plans. What are investors looking for in a promising startup and their business plans? Hold an information session during GEW to help startups in your community grow.

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.

Example:

[Entrepreneur Resource Fair in Hopkinsville](#)

Kentucky Innovation Network

Alternative Funding Options in your Community/Region

Traditional lending from VCs or banks does not work for everyone, maybe you haven't considered or don't know about what other options are available. In this activity, you will hear from alternative funding sources on what is available to you and your business.

Example:

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

Hebrew Free Loan Association of Northeast Ohio (GEW 2020)



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

Example:

Conversation with A Congressman:
<https://genglobal.org/node/97538>

Conductor (GEW 2020)

The First Steps to Start a Business

There is a lot to consider when starting a business and it can be overwhelming to navigate the resources and legal steps. Host a workshop or panel to provide potential entrepreneurs with the steps they need to take to start their own business in the community. Provide handouts with suggested steps to take so that attendees can walk away with a tangible plan of action.

Marketing Basics for Businesses

Marketing a business is crucial to attracting and retaining a customer base. Host a workshop to educate entrepreneurs on marketing basics such as social media, using Canva to create flyers and social cards, and even Google Analytics to see what is attracting the most customers.



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

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.



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ABOUT GEN

The Global Entrepreneurship Network operates programs in 200 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 fuels healthier start and scale ecosystems that create more jobs, provide education, accelerate innovation, and strengthen economic growth.

GEN's comprehensive global 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.



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ABOUT SBDC

America's SBDC represents America's nationwide network of Small Business Development Centers (SBDCs) – the most comprehensive small business assistance network in the United States and its territories. SBDCs are hosted by leading universities, colleges, state economic development agencies and private partners — and funded in part by the United States Congress through a partnership with the U.S. Small Business Administration. There are nearly 1,000 local centers available to provide no-cost business consulting and low-cost training to new and existing businesses. Small business owners and aspiring entrepreneurs can go to their local SBDCs for FREE face-to-face business consulting and at-cost training on a variety of topics.

Find your nearest [Small Business Development Center](#).



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