

GLOBAL ENTREPRENEURSHIP WEEK GUIDE

FOR ENCORE ENTREPRENEURS



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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.

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.



GEW + ENCORE ENTREPRENEURS

When many people think about entrepreneurship, they think about younger individuals. However, older entrepreneurs are full of experience, passion and more likely to make educated decisions. Many older entrepreneurs have the benefit of a larger network and financial stability to pump into a new venture. Research from MIT and Northwestern University found that the average age of company founders in the United States is 41.9 years of age, and a 50 year old entrepreneur was 1.8 times more likely to achieve high growth than a founder in their 30s. With the evidence of success for older entrepreneurs, there is also a need for resources to help these encore entrepreneurs start and scale their businesses.

Global Entrepreneurship Week highlights encore entrepreneurs around the world and those who are helping them to develop successful businesses.

Benefits of participating:

- Shine a spotlight on older entrepreneurs to change the perceived image of entrepreneurs.
- Raise awareness for resources for older entrepreneurs at the community and federal levels.
- Discuss intentional and unintentional discrimination of older entrepreneurs.
- Advocate for older entrepreneurs to be represented in your entrepreneurial ecosystem.



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 gew.co

Create a user profile (or login to your current profile) on the site to add your activities to gew.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 tag everything #GEW2025 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?

RESOURCE FAIR

Host a resource fair at a local community center or other public space and invite organizations who can provide good and services to local startups to have a booth. Consider vendors such as banks, CDFIs, SBDC, incubators, and other local ESOs.

Example:

[Entrepreneur Resource Fair](#)

Kentucky Innovation Network

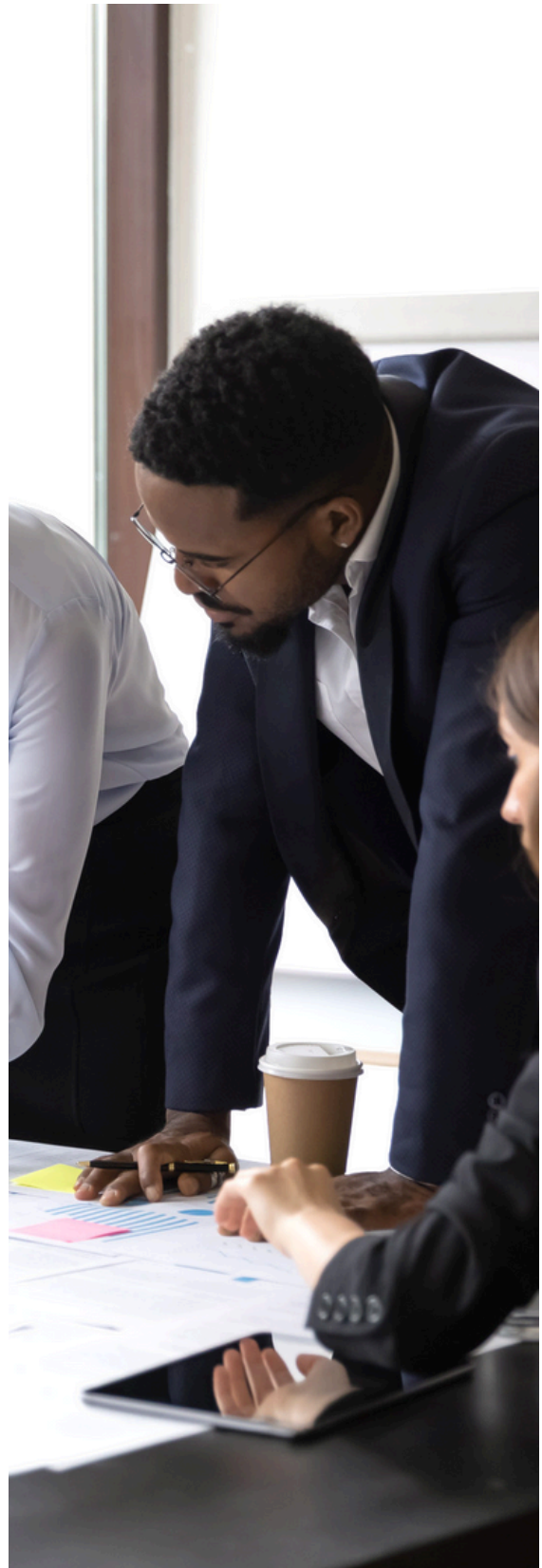
ENCORE ENTREPRENEURSHIP

If you are looking at entrepreneurship as a potential second career, join this informational session about taking that first step to starting your own business. Learn more about the resources available to you and the steps you need to take to create a successful business.

Example:

[Gentrepreneurship: Creating a Business](#)

The Generator (GEW 2020)



PANEL OF 50+ ENTREPRENEURS

Years of experience create a great foundation for starting a successful business. Hear from a panel of entrepreneurs 50 years of age and older about their experience starting a business later in life and what the benefits were. An older entrepreneur is likely to have a different experience than someone who is starting a business right out of college - learn about what challenges or discrimination older entrepreneurs may have faced, but what tools or experiences helped them be successful in their venture.

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.





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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