

GLOBAL ENTREPRENEURSHIP WEEK GUIDE FOR
INVESTORS



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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 + INVESTORS

Investors play a critical role in every startup ecosystem. Global Entrepreneurship Week highlights investors around the world who are providing access to capital and funding startups.

Benefits of participating:

- Drive deal flow for investors in your ecosystem.
- Strengthen connectivity between investors and entrepreneurs in your ecosystem.
- Facilitate cross border syndication and investments.
- Connect angels with other actors in entrepreneurial ecosystems around the world.



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?

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.

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.

[How to Speak to Investors](#)

36 DEGREES NORTH CO.

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

[Alternative Funding Options in Northeast Ohio](#)

Hebrew Free Loan Association



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.

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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ABOUT GBAN

The Global Business Angel Network (GBAN) is an inclusive global community of early-stage investor networks seeking to increase access to early stage capital by developing angel investor capacity in burgeoning entrepreneurship ecosystems. Directed by leading angel investor networks around the world, GBAN mentors new national investor networks, provides training and support to improve investor capacity, amplifies the angel “voice” to regulatory issue discussions, advances policies removing barriers to investors and facilitates cross-border investing.

GBAN works to increase the number of angel investors worldwide and expand geographic investment arenas beyond local markets.



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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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