

GLOBAL ENTREPRENEURSHIP WEEK GUIDE FOR
WOMEN ENTREPRENEURS



GLOBAL ENTREPRENEURSHIP WEEK

CONTENT



- 1 [About GEW](#)
- 3 [GEW + Women Entrepreneurs](#)
- 4 [How To Get Involved](#)
- 5 [Ideas Bank](#)
- 8 [Digital Awareness](#)
- 8 [Branding Support](#)
- 9 [About GEN](#)

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.



Partners are encouraged to plan activities tailored to their needs. Activities during the Week can range from small, local gatherings to massive international competitions - or anything in between. Meanwhile, a collection of signature activities provide partners with a ready-made offering and set of instructions to plan a local (or virtual) activity like a Startup Huddle event, Speed Network the Globe session or even a Startup Nations Policy Dialogue for your community.

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GEW + WOMEN ENTREPRENEURS

Women are vital to the entrepreneurial ecosystem - from small businesses on main street to companies going public. However, women entrepreneurs face additional challenges when starting and growing business compared to their male counterparts, and require resources to help them navigate the landscape.

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

Benefits of participating:

- Shine a spotlight on women entrepreneurs.
- Raise awareness for resources for women entrepreneurs at the community, state and federal levels.
- Connect women entrepreneurs to capital.
- Share stories of successful women entrepreneurs to serve as an inspiration for current and future 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?

WOMEN IN ENTREPRENEURSHIP PANEL

Bring your community together to inspire future female entrepreneurs, innovative thinkers and potential investors by putting together 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 experience and vision for a women-led entrepreneurial landscape. Consider discussing leadership skills, challenges and preparing for funding.

Example:

[The Future Landscape of Women-led Innovation](#)

Carlsen Center for Innovation & Entrepreneurship at Sacramento State University (GEW 2020)



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.

Example:

[Diversity Investor Academy: Being a Woman in Early-Stage Investment \(GEW 2020\)](#)

Business Angel Minority Association (BAMA),
Impact Hub Houston

THE POWER OF CONNECTIONS FOR WOMEN ENTREPRENEURS

Host a panel featuring women entrepreneurs who will discuss how they utilized connections to create a strong foundation for their entrepreneurial journey. Follow the panel discussion with networking so that attendees can make new connections they can leverage and strengthen later.

Example:

[The Power of Connections for Women Entrepreneurs](#)

Ensemble Coworking (GEW 2020)



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.



@GEWUSA
@unleashingideas



@GEWUSA
@unleashingideas



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@genhq

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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