

GLOBAL ENTREPRENEURSHIP WEEK GUIDE FOR
COLLEGES + UNIVERSITIES



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 + COLLEGES AND UNIVERSITIES

Colleges and Universities expose students to entrepreneurship as a career path, innovative thinking, and serve as talent pools for local startup ecosystems. Colleges and universities play a critical role in the ecosystem and can serve as an invaluable resource to entrepreneurs at any stage of their entrepreneurial journey. More than 100 colleges and universities currently participate in GEW to shine a spotlight on their entrepreneurship programming, impressive student entrepreneurs, and successful alums.

Benefits of participating:

- Educate students about entrepreneurship as a career path.
- Shine a spotlight on alumni who pursued entrepreneurship.
- Foster a creative and innovation mindset.
- Raise awareness for your university's entrepreneurship curriculum and programming.
- Collaborate with startups in your community to form a talent pipeline, create internships, and educational opportunities.



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?

FUTURE OF EDUCATION AFTER COVID-19

The COVID-19 pandemic caused educational institutions to quickly pivot to virtual learning. This pivot resulted in the discovery of both positives and negatives for educational institutions, educators, and students. Host a panel discussion examining what elements of education in the COVID-19 era will remain and how the education system will recover from any negative elements.

Example:

[Future of Education after COVID-19](#)

Sacramento State, Carlsen Center for Innovation and Entrepreneurship (GEW 2020)

EDTECH CONVERSATION

Host a panel or a speaker and Q+A session to discuss how the emergence of EdTech is transforming teaching, learning and workforce development. Consider how EdTech may impact the quality and reach of education.

Example:

[Uncommon Table: EdTech](#)

Babson College, Arthur M. Blank School for Entrepreneurial Leadership (GEW 2020)



ALUMNI ENTREPRENEUR PANEL

Alumni can serve as inspiring examples for current students to consider entrepreneurship as a career path. Host a panel or roundtable discussion to allow alumni entrepreneurs to share their experiences in starting and growing a business. How did their college experience impact that journey? What motivated them to pursue entrepreneurship?

Example:

[Steel City Startups: Pitt x CMU](#)

University of Pittsburgh and Carnegie Mellon University (GEW 2020)

ENTREPRENEURSHIP FILM FESTIVAL

Many popular films have explored entrepreneurship - including the challenges and successes of well known entrepreneurs and companies today. Host an entrepreneurship film festival to expose students to the stories of innovators, and if they became successful entrepreneurs.

- Consider providing a worksheet with themes to look out for such as:
 - What problem is the entrepreneur trying to solve?
 - What challenges did they face?
 - Did they pivot their business model?
 - What elements of the film motivate you to consider entrepreneurship as a career?
- Films to consider showing:
 - Joy
 - The Social Network
 - The Founder
 - Wolf of Wall Street
 - Fyre: The Greatest Party That Never Happened
 - Steve Jobs
 - The Inventor: Out for Blood in Silicon Valley



PITCH COMPETITION

Encourage the entrepreneurial talent in your students by hosting a pitch competition. Allow the students to develop an elevator pitch for their idea or business and pitch it to a panel of judges. Consider inviting undergraduate and graduate students at other local institutions to participate, and recruit judges with investment or startup backgrounds. Offer prizes such as cash, mentorship, scholarship etc. that will help further their business concept.

Example:

[Big Idea Competition @ Texas Startups Roadshow \(Ft. Mark Cuban\)](#)

University of Texas at Dallas (GEW 2020)

OPPORTUNITY FAIR

Some of the best educational moments come from on-the-job experience. Invite local startups to an 'Opportunity Fair' to expose students to jobs and internships within the local startup ecosystem.

Example:

Social Entrepreneurship Opportunity Fair

Penn State University (GEW 2020)

STARTUP CULTURE IN THE CLASSROOM

The goal of this activity is to inspire the next generation of entrepreneurial thinkers. Entrepreneurs from your community or state will speak to educators and provide startup stories that they can use to inspire the creative minds of students. This session should provide educators with tools and examples they can use to spark interest in entrepreneurship.



Example:

[Startup Culture in the Classroom](#)

Startup Junkie (GEW 2020)

ENTREPRENEURS #MADEAT (INSERT UNIVERSITY NAME)

This activity has entrepreneurs from your college or university share their experience of becoming an entrepreneur and what resources or experiences they had at school that helped them. If possible have entrepreneur panelists with different types of businesses (for-profit and nonprofit) and sectors. Share this activity with the hashtags #MadeAt(insert university name) such as #MadeAtSacState and #GEWeducation.

Example:

[Entrepreneurs #MadeAtSacState](#)

Carlsen Center for Innovation & Entrepreneurship at Sacramento State University (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.



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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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