

GEW 2021: NOVEMBER 8-14



GLOBAL ENTREPRENEURSHIP WEEK | GEW.CO

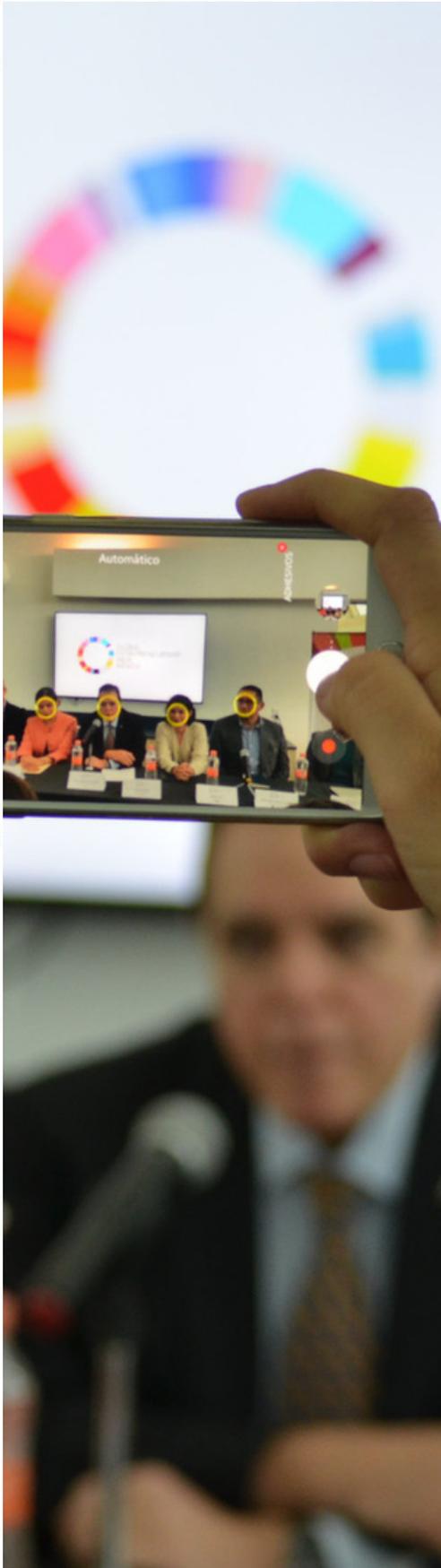
STARTUP HUDDLE



GLOBAL
ENTREPRENEURSHIP
WEEK
SIGNATURE ACTIVITY

A GEW Signature Activity Powered by:





GEW 2021: NOVEMBER 8-14

Thank you for getting involved in Global Entrepreneurship Week. This signature activity guide is a program designed to help one entrepreneur at a time while strengthening the local ecosystem.

There are four themes for GEW 2021:

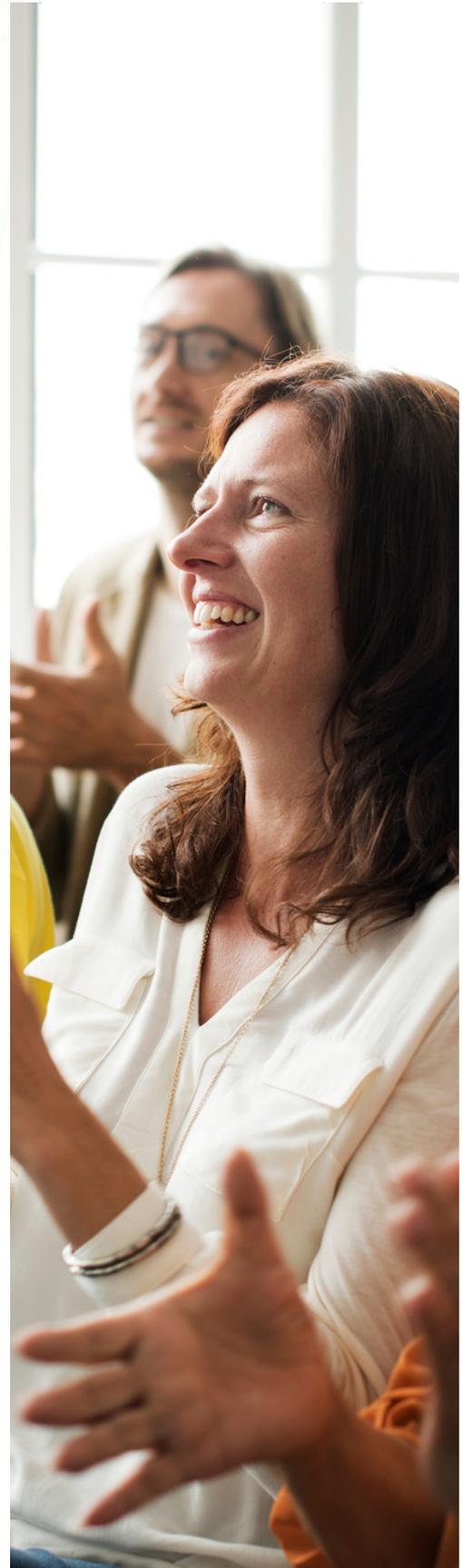
- Ecosystems;
- Education;
- Inclusion; and
- Policy.

ABOUT GLOBAL ENTREPRENEURSHIP WEEK

Global Entrepreneurship Week is a massive campaign to celebrate and empower entrepreneurs in every country and community around the world – especially those individuals who face structural barriers or may have never considered the idea of launching their own 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.

The closing of so many businesses and loss of jobs brought on by COVID-19 has been a wake-up call. Nations are rallying to reboot our economies for a better, more sustainable and equitable post-pandemic world. Meanwhile, they also are rethinking approaches to build back stronger and regenerate growth.

Global Entrepreneurship Week reaches beyond high-tech startup hubs like Silicon Valley, London and Shanghai – envisioning 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 in 180+ countries are driven by local event organizers who plan activities tailored to their community's needs.



ABOUT GLOBAL ENTREPRENEURSHIP WEEK

Global Entrepreneurship Week is powered by the Global Entrepreneurship Network with support from the Ewing Marion Kauffman Foundation, a diverse collection of national host organizations in 180+ countries and 20,000 local partner organizations.

The Global Entrepreneurship Network operates programs, like Global Entrepreneurship Week, that make it easier for anyone, anywhere to start and scale a company. GEN divides its programs into four distinct categories: those intended to celebrate entrepreneurs and inspire others to follow in their footsteps; those intended to better understand the underlying conditions that best enable entrepreneurs to thrive; those intended to support entrepreneurs through proven policy and programmatic interventions; and those intended to connect entrepreneurs, ecosystem builders and community leaders to strengthen local ecosystems around the world.

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 a set of instructions to plan a local (or virtual) activity like a Startup Huddle event, Speed Network the Globe session or a Startup Nations Policy Hack for your community.

While Global Entrepreneurship Week only takes place one week each year, the connections made are long-lasting. GEW 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.



ABOUT STARTUP HUDDLE

Startup Huddle is a program designed to help one entrepreneur at a time while strengthening the local ecosystem. Entrepreneurs discover solutions to the challenges they face through purposeful engagement with a broad array of voices from their local community.

The Startup Huddle format is consistent in each location: at a consistent meeting place, one or two early-stage startup founders give a six-minute presentation about their company to a diverse audience from their local community. Each presentation is followed by a 20-minute question and answer session where the community provides ideas, connections and feedback for the entrepreneur. By providing a monthly meet up for the local ecosystem, Startup Huddle builds community – one entrepreneur at a time.

During Global Entrepreneurship Week, we encourage people to explore entrepreneurship and provide them access to resources that help them along their entrepreneurial journey. Startup Huddle works with entrepreneurs and the communities that support them by empowering them with tools and resources to break down barriers standing in the way of starting and growing their businesses. Our goal is to bring Startup Huddle to communities across every country during GEW 2021.

Learn more about Startup Huddle here:
<https://www.startuphuddle.co/>

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HOW DOES IT WORK?

Every month over 50 communities across the globe meet to give each other support, encouragement and feedback. With years of chapters providing support to entrepreneurs in their community, we are seeking to have new communities beta test the Startup Huddle model in their community during GEW. This is an opportunity to see if Startup Huddle is a good fit for your community and consider establishing a permanent chapter.

WHY ORGANIZE A STARTUP HUDDLE IN YOUR COMMUNITY?

If you are looking for a way to foster connections and support a collaborative environment for startups in your community, GEW is a great chance to beta test forming a Startup Huddle in your community. You can gauge interest from the startup community to see if you have the support to form a permanent chapter.

Startup Huddle offers opportunities to:

- Foster authentic relationships, build, and strengthen your local entrepreneurship community
- Coach and mentor startup presenters
- Amplify local stories to a global audience
- Utilize digital resources, including web, mobile and social

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- Plug into a global entrepreneurial network of startups and investors, policymakers, mentors, and other supporters
- Leverage programs and resources from GEN's network: Entrepreneurship World Cup, GEN Starters, Global Entrepreneurship Week, Global Entrepreneurship Congress, and more
- Grow your skills in community organizing through the Startup Huddle Playbook and hands-on experience
- Network and build your personal brand

WHAT YOU NEED

If you are interested in hosting a Startup Huddle session during GEW to beta test having a chapter in your community, please fill out this application and reference that you are beta testing a chapter during GEW: <https://genglobal.org/startup-huddle/apply-organize>.

Use the following as a structure while you start, continue or join a Startup Huddle:

WHO

Startup Huddle reaches aspiring entrepreneurs, experienced entrepreneurs, and those who actively support and engage their local community and new businesses. Together they are:

- Organizers – Committed volunteers who build communities at the local level. Our support is crucial to them, but ultimately, they know what will resonate with their communities best.
- Presenters – Entrepreneurs who boldly share their business concepts, challenges, and successes with their local Startup Huddle community.
- Attendees – Community-minded individuals, business enthusiasts, and active entrepreneurs who serve as an audience for presenters, providing feedback that reflects their expertise or opinion.

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WHAT

The event should feature 1-2 presentations by founders – each six minutes long – that end with the question: “What can we as a community do to help?”

Then, 20 minutes of Q&A following each presentation to allow for feedback, questions and advice.

WHEN

Any one day during GEW, November 8-14, during a time when most attendees in your community are available.

HOW

All Huddles must be free and open to the public. By utilizing technology tools, feel free to collaborate with an established Startup Huddle chapter to learn from them (i.e. watch theirs and then host yours and get feedback). For a list of Startup Huddle chapters check here: <https://genglobal.org/startup-huddle>

Materials Needed to Organize:

(In person):

- Laptop for PowerPoint presentations
- Projector screen for PowerPoint presentations
- Nametags + Pens
- Coffee, Tea, Refreshments (if hosting in-person)
- Chairs

(Virtual):

- A reliable video platform and the presenters to provide the presentations to the organizer in advance

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WHAT PRESENTERS SHOULD KNOW

Why present?

- Opportunity to refine your presentation and elevator pitch
- A network for support, including coaching
- A diverse audience to engage with and the opportunity for exposure to new markets and people
- The potential to receive local, regional or national media coverage on your startup

Step 1: Check Out Other Startup Huddle Communities

If there is a Startup Huddle chapter near you, consider attending or applying to present prior to presenting at the beta chapter in your community during GEW. You'll develop a better sense of how presentations work and see examples of previous presenters. Watch Startup Huddle videos here:

<http://bit.ly/startuphuddlevideos>

Step 2: Apply to Present

Companies that are less than five years old and open to community engagement can apply to present at Startup Huddle. All industries are welcome.

To apply to present, get in touch with your local Startup Huddle organizer. The community organizers will get back to you with any follow-up questions, and you will work together to make sure you are ready to present during GEW. Approval is based on local organizer discretion.

Step 3: Prepare Your Presentation

You'll have six minutes to tell your community who you are, what you're doing, and why you're doing it.

After your presentation, there will be a 20-minute Q&A session that will give you the opportunity to connect with your audience, and respond to the question: "What can we as a community do to help you?"

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SUGGESTED TIMELINE

September:

- Apply to organize a beta Startup Huddle Chapter- <https://www.genglobal.org/startup-huddle/apply-organize>.
- Find a venue that has tech capabilities for a PowerPoint presentation, or prepare to host on the event on a virtual platform of your choice
- Begin promoting the chapter in your community
- Promote application for presenters
- Reach out to an existing Startup Huddle community to see if you can virtually attend one of their sessions to get you a reference point
- Set up a registration page so that you know how many people to expect
- Add the event to the GEW website by clicking "Add Your GEW Activity" here: <https://www.genglobal.org/gew>

October:

- Select 1-2 presenters
- Send presentation guidelines and run of show by end of month
- Continue promoting beta chapter

November:

- Final social media pushes
- Put in coffee / tea / refreshments order based on registration numbers (if hosting in person)

November 8-14 (Global Entrepreneurship Week):

- Host beta Startup Huddle session
- Arrive early to set up coffee or sign onto virtual platform early to do a tech check. Ensure the audio and presentation are working properly.
- Make sure you explain GEW and Startup Huddle to the audience as one or both may be new to them.

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EVENT FORMAT

Startup Huddle events are 1 hour long and typically include a format similar to below:

- Welcome / Intros
- Community announcements
- 1-2 six-minute presentations
- 1-2 20-minute Q&A sessions
- Closing statements and community connection time

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BRANDING + DIGITAL AWARENESS

TEXT RECOGNITION:

Be sure to include the following written description on websites / blog posts, marketing materials and press releases:

Startup Huddle is a signature activity of Global Entrepreneurship Week. From November 16-22, 10 million people in 170 countries will take part in 40,000 activities that help make it possible for anyone, anywhere to start and scale a company.

LOGO RECOGNITION:

Be sure to display the “signature activity” badge shown below on all promotional materials — e.g. flyers, posters, invitations, websites, etc. — as well as in designs for venue branding, where applicable — e.g. banners, stage backdrops, etc.

You can download the badge by clicking on GEW Logos + Brand Resources at gew.co.



Be sure to post photos and video clips from your GEW events on social media! Tag us and use the hashtag #GEW2021 for a chance to be featured on our Twitter, Instagram, Facebook and LinkedIn accounts.

Also, follow the official hashtag #GEW2021 or create your own custom hashtag to connect and focus on your community. (In addition to using the official hashtag)

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ABOUT THE GLOBAL ENTREPRENEURSHIP NETWORK



Startup Huddle is powered by the Global Entrepreneurship Network.

The Global Entrepreneurship Network operates a platform of projects and programs in 170 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 works to fuel healthier start and scale ecosystems that create more jobs, educate individuals, accelerate innovation and strengthen economic growth.

GEN's extensive 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.

GEN helps celebrate, understand, support and connect entrepreneurs and those who champion them.

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40,000 activities

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20,000 partners

180+ countries

1 Week



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