

Where do you take a great idea?

Being inspired with a great idea is only the beginning for budding entrepreneurs. For many it remains as that, but now here is a real opportunity to ignite your idea.

So to help you transform your idea into a startup, Global Entrepreneurship Sdn Bhd, a not-for-profit associate company of Warisan Global Sdn Bhd, is launching the **Ignite Your Startup Tour**, a 10 day extravaganza of interactive, fun, and results driven programs.

Ignite Your Startup Tour has been inspired by the globally recognized Startup Weekend, which has helped educate over 15,000 entrepreneurs and launched over 560 new startup ventures. Over 36% of the Startup Weekend Startups are still alive after 3 months!

Leading and facilitating the Ignite Your Startup Tour will be **Mr Marc Nager, Director of Startup Weekend** from the USA, who has personally helped advise and create hundreds of new startup ventures in just the last year alone. Mr Nager will be facilitating the workshops that will take you through all the important first steps to getting your idea to the next level.

What?

The Ignite Your Startup Tour begins on October 18th, covers 4 towns and ends on October 28th. It comprises of the globally successful **Startup Weekend** and the three **Startup Day** programs designed to inspire, guide and teach.

Why?

Why should you participate in the Ignite Your Startup Tour?



Startup Weekend Malaysia

Saturday - Sunday Implementation

Groups work on the ideas as far as they can and think through how to turn their ideas into reality.

Friday Ideas

Participants present their ideas and divide into different groups to work on selected ideas.

Sunday Evening Reality

Participants present their business prototypes or products or even launch their businesses!



Startup Day Malaysia

Startup Day is a compressed version of Startup Weekend, covering key elements of the the program in a hands-on, action packed day!

Co-Founder 'Dating'

Network with like-minded people and find your potential co-founder / partner

Education

Learn how to put together an actual strategy and get feedback on it from experts and mentors

Learn how to launch

Figure out everything from the mission, target market, go-to market strategies, pitch your business ideas and prototypes and receive feedback from experts, speakers and mentors

Actually Launch a Business

Over 36% of the **Startup Weekend** Startups are still alive after 3 months

Where, When and How?

| Cities | Dates | Programs | Contact / Register |
|---|-------------------------------------|-----------------------------------|--|
| Penang | Monday, 18 Oct Tuesday, 19 Oct | Networking Evening Startup Day | Ms. Atiqah or Mr. Hadi E-mail: startupp@kumuda.org Web: http://startupp.eventbrite.com Tel: 04-866-2706 / 0098 & 010-547-4044 |
| Plug & Play Technology Garden Kuala Lumpur | Friday, 22 Oct to Sunday, 24 Oct | Startup Weekend | Register at www.malaysia.startupweekend.org |
| Kota Bharu | Monday, 26 Oct Tuesday, 27 Oct | Networking Evening Startup Day | Puan Wan Tik E-mail: wantik@umk.edu.my Mobile: 019 983 4219 |
| Johor Bahru | Thursday, 28 Oct | Startup Day Networking Evening | En Mohd Redzuan E-mail: redzuan@irda.com.my |

Limited Seats!

Hurry up! For more information, please contact the GEW Malaysia Secretariat:

Vivian
vivian@gewmalaysia.com
012-307 0658

In Conjunction With



global entrepreneurship
SDN BHD

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Proposed Startup Day Agenda (Subject to Changes)

Startup Day is a compressed version of Startup Weekend.

- **Networking Evening**

| | |
|-------------------|--|
| 5:30 pm – 6:00 pm | Registration |
| 6:00 pm – 6:05 pm | Opening Remarks by Local Partner |
| 6:05 pm – 6:10 pm | Speech by Sponsor |
| 6:10 pm – 6:15 pm | Welcome Remarks by Dash, CEO, Warisan Global, Host of GEW Malaysia |
| 6:15 pm – 6:25 pm | Presentation by Marc Nager, Director of Startup Weekend |
| 6:25 pm – 7:00 pm | Panel Discussion |
| 7:00 pm – 8:00 pm | Networking |

- **Startup Day - Morning Session:**

| | |
|--------------------|--|
| 8:30 – 9:00 am | Registration |
| 9:00 – 10:00 am | Presentation by Marc Nager – Creating Startups: Why bother |
| 10:00 – 11:00 am | The importance of an Idea ✓ Recognizing Opportunities ✓ Evaluating Ideas |
| 11:00 – 11:15 am | Morning Tea Break |
| 11:15 am – 1:00 pm | Creation of Ideas (ideas forming, sharing and grouping) |
| 1:00 – 2:00 pm | Power Networking Lunch |

- **Startup Day - Afternoon Session:**

| | |
|----------------|---|
| 2:00 – 2:20 pm | Game: Half Baked |
| 2:20 – 3:00 pm | Learn how to pitch your idea |
| 3:00 – 4:00 pm | The Invention, your beliefs and your people. The 15 second elevator pitch |
| 4:00 – 4:10 pm | Afternoon Tea Break |
| 4:10 – 5:30 pm | Pitching Competition (in Groups) |
| 5:30 – 7:00 pm | Mentoring Session (Participants need to pre-book) |
| 7:00 – 7:30 pm | Networking |

Go Global: The Startup Open Competition

- **The Start-Up Open Competition is a global competition to recognize entrepreneurs starting a business** during Global Entrepreneurship Week (November 8 – 21) and identify the top new ventures started around the globe
 - Incorporate
 - Open doors & open for business
 - Complete first sale
 - Secure outside capital
 - Final milestone in the new product development
- **Startup Open offers:**
 - **Overall Winner will be sent to Silicon Valley for One Week!**
 - Global media and publicity for a new company
 - A global network of potential clients/customers
 - Chance to be recognized as the one of the New Top GEW Startups
 - Other prizes to help you grow your business!