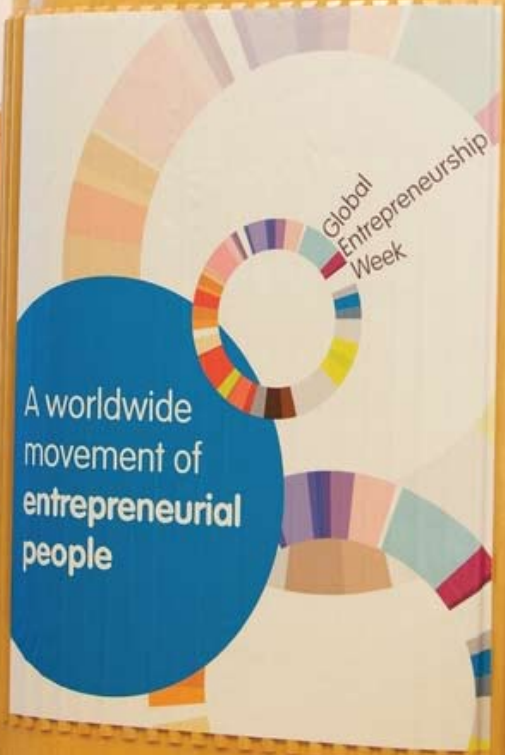




# Impact Report

**Creating life-changing  
entrepreneurial experiences  
for millions of people**





We believe entrepreneurship can improve lives, build economies and expand human welfare

# Overview

This report outlines the impact of Global Entrepreneurship Week, a worldwide initiative exposing millions of young people to life-changing entrepreneurial experiences.

In the span of two short years, Global Entrepreneurship Week has inspired more than 10 million people in 102 countries to unleash their ideas. It has touched aspiring entrepreneurs from major cities to remote villages.

## Get involved

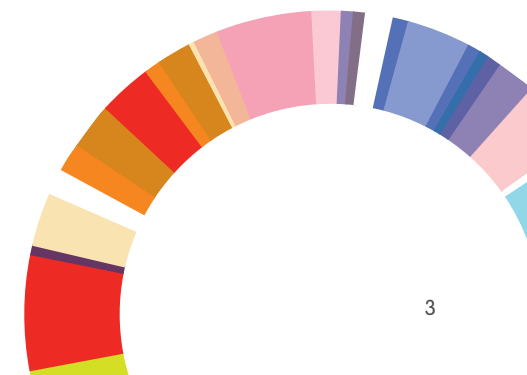
Do you want to inspire the next generation of entrepreneurs?

Then get involved in GEW and become part of the global network. Organize an activity in your country, sign-up as a sponsor or become a supporter.

For more information visit [unleashingideas.org](http://unleashingideas.org) or email [msaghbini@unleashingideas.org](mailto:msaghbini@unleashingideas.org) or [bmchaney@unleashingideas.org](mailto:bmchaney@unleashingideas.org)

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# What is GEW?

Global Entrepreneurship Week exposes millions of young people to life-changing entrepreneurial experiences.

GEW is an initiative to inspire young people to embrace innovation, imagination and creativity. Countries across six continents come together to connect young people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators.

GEW is a movement around a new generation unleashing their ideas to seek out better ways of doing things.

Through developing young people's knowledge, skills and networks, they can grow innovative, sustainable enterprises, having a positive impact on their lives, their families and communities.

## JORDAN | Amman

Reid Hoffman, the founder and CEO of LinkedIn and Joi Ito, a world activist, entrepreneur and Twitter adviser, opened up the Week by sharing their success stories with their audience. The evening focused on the importance of protecting intellectual property rights and entrepreneurship experiences that have the potential to boost its leadership in the field of entrepreneurship at the regional level.

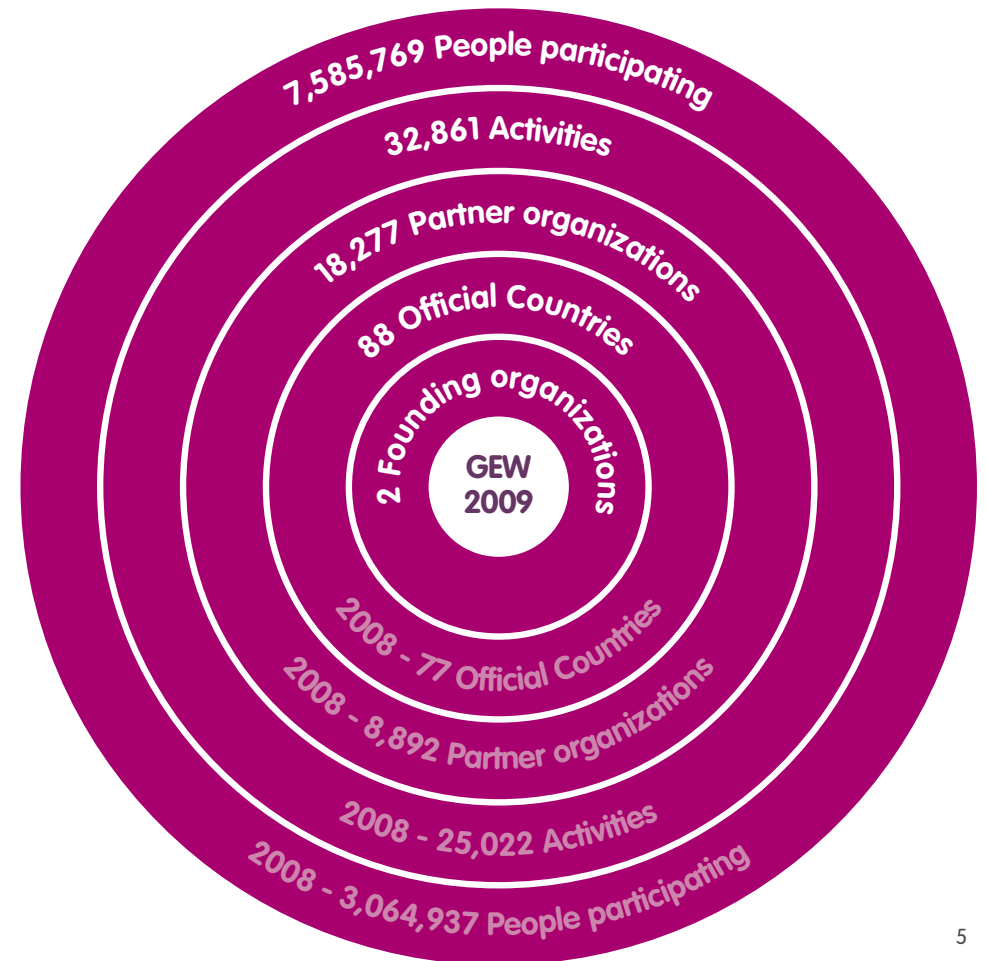
We believe a global entrepreneurial movement is stronger than the sum of any national efforts

We believe entrepreneurs can build a stronger world

# Core Metrics

GEW is driven by a global network of entrepreneurial champions. Entrepreneurs, experts, policy-makers, education practitioners and politicians all come together to inspire the next generation of entrepreneurs. Since its inception in 2008, GEW has seen 10,650,733 attendees at 57,883 events.

In the space of one year, GEW has grown massively...



# The Legacy

While Global Entrepreneurship Week aims to open the minds of young people, it also engaged policymakers and other influential thought leaders. Local elected officials, governors, ministers, celebrity entrepreneurs and heads of state from around the world took up the call to action and lent their voice to help expand entrepreneurship everywhere.

## RUSSIA | Moscow

The "Role of Microfinance in Overcoming the Financial Economic Crisis Conference" featured speeches from Nobel Prize Winner Muhammad Yunus and Princess Maxima of the Netherlands, with experts from a variety of sectors involved in entrepreneurship in Russia working together to discuss strategies and solutions.



# Global Leaders

The scale and quality of the Week has attracted the support of Presidents and Prime Ministers in 16 countries, as well as wider political support gained in 54 countries.

Including: US Secretary of State, Hillary Clinton; HRH Prince of Wales; The King of Morocco; Her Royal Highness Princess Maxima of the Netherlands; President of the Republic of France, Nicolas Sarkozy; Israeli Prime Minister, Benjamin Netanyahu; Australian Prime Minister, Kevin Rudd; UK Prime Minister Gordon Brown and many more.

"The Obama Administration is dedicated to boosting entrepreneurship both in the United States and other countries, where talent is widespread, but opportunity often is not... We can't afford to leave out anyone who has an idea, a dream, an invention or innovation, and the desire to work hard to make that a reality... Global Entrepreneurship Week reflects a sense of collective responsibility to encourage young minds to pursue fresh ideas and unleash the full range of human potential."

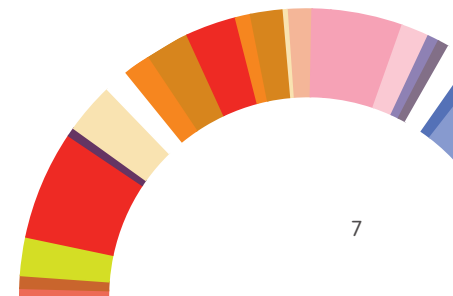
**Secretary of State Hillary Rodham Clinton, United States**

"Today marks the beginning of Global Entrepreneurship Week... There are concrete things that the Government will advance in the economic field in order to guarantee that we maintain our qualitative edge, innovation, initiative, which are, ultimately, the key to Israel's economic advantage. Greetings to all the entrepreneurs and good luck!"

**Prime Minister Benjamin Netanyahu, Israel**

"At this time of unprecedented global change, I congratulate everyone involved in Global Entrepreneurship Week for encouraging people and countries to work together to find new ways to succeed."

**Prime Minister Gordon Brown, United Kingdom**





“Global Entrepreneurship Week 2009 is an international celebration to inspire, connect, mentor and engage the next generation of entrepreneurs... Australia must nurture the entrepreneurial spirit of our young people to ensure our nation prospers well into the future... I encourage all young people to believe in their ideas, to work hard to achieve them, to be enterprising and have a positive vision for the future.”

**Prime Minister Kevin Rudd, Australia**

“Entrepreneurship is extremely important. If New Zealand is going to do well and be successful, in the end we’re going to create good ideas and the brainpower and the enthusiasm of entrepreneurs in New Zealand to building a much stronger country. It’s good that this is a global challenge and a global Week... I can’t tell you what the business model of the future looks like, but it will almost certainly involve the cooperation of New Zealand entrepreneurs with companies overseas.”

**Prime Minister John Key, New Zealand**

“Entrepreneurs are the engine of job creation... generating millions of good jobs. Many begin with nothing more than a good idea, and translate new products and services into vibrant businesses. To secure our Nation’s future prosperity, we must ensure that our entrepreneurs have the tools they need to survive and thrive.”

**President Barack Obama, United States, in his official proclamation for a national Entrepreneurship Week**

## The Activities

Since its creation in 2008, more than 60,000 Global Entrepreneurship Week events have taken place.

Host organizations in 88 different countries continue to build their campaigns through local, national and global activities – from online to face-to-face, and from large-scale competitions and events to intimate networking gatherings. The unifying factor of embracing entrepreneurial behavior is at the heart of every activity in every country.

In addition to individual country activity, in 2009 Official GEW Activities were developed and promoted to all countries to enable national campaigns to engage globally across borders and to inspire new ideas at the intersection of cultures.



- **The Global Cleantech Open Ideas Competition** combed the world for the best green innovators.

The winner of the Clean Tech Open Ideas Competition was Replenish Energy from Puerto Rico, a company that has the capacity to provide a renewable, carbon-negative fuel in the form of microalgae, to either substitute or blend with fuel oil or diesel at well below current petroleum prices.

This idea was one of seven finalists selected from a global search in 28 countries for the best clean technology business ideas. Ideas included everything from revolutionary ways to generate clean energy, to better ways to filter water, to ideas about how governmental policies around climate change can foster new businesses.

The competition culminated in Silicon Valley, USA, where the finalists presented their five-minute pitch in front of a crowd of 3,000 investors, entrepreneurs, sponsoring

companies, corporations, members of academia and press. Replenish Energy received more than \$100,000 in marketing support, legal advice and conferencing services to help launch their business.

- **Mentoring Madness**, sponsored by NYSE Euronext, brought advice to aspiring bootstrap entrepreneurs through 763 mentoring activities.

More than 200 university students gathered at the New York Stock Exchange for the launch event of Mentoring Madness, posing their entrepreneurial questions to the panel, headlined by rap artist and serial entrepreneur Snoop Dogg.



The panel also selected the winner of Movers & Changers, a nationwide business plan competition run by mtvU and NYSE Euronext. Three students from Tulane University were awarded \$25,000 in startup funds for their venture, WET Tea, which is aimed at raising social awareness, community involvement and monetary support for the preservation and reconstruction of the Gulf Coast Wetlands by selling artisan tea.

- **The Global Innovation Tournament** challenged nearly 1,000 contestants in 31 countries to come up with innovative ways to make saving money fun.

Following a two week judging period, a prestigious panel of experts from all over the world selected 300 candidates for global judging, before deciding on 22 winners from 12 countries. For each entry, the judges evaluated aspects such as the innovation and novelty of the idea, how fun it was, and whether the team implemented the idea to create a positive impact.

Winners ranged from an Israeli group of students for their "Virtual World, Real Savings" idea, to a "Shop and Save Facebook Application" for a team in Kenya.

- **551 Speednetwork the Globe** events connected people to bring ideas to life.

GEW Global Partner, YES for Europe, held a large Speednetwork the Globe event to kick-off their Annual Summit held at the European Parliament in Brussels. Young entrepreneurs came together from across Europe to make connections fast in order to make new contacts and grow their businesses internationally.



## TURKEY | Istanbul

"SpeedCity" brought together leading entrepreneurs in Turkey and aspiring young entrepreneurs to build teamwork skills as a real-life pit crew for a Formula One car. Two replica cars were brought in, with each person assigned tasks like changing tires, refueling and drilling. The winning team of students, showed their ability to learn new skills and apply them quickly - even faster than established CEOs of Turkey. The event was preceded by a Speednetwork the Globe session, which allowed the two groups to exchange entrepreneurial ideas and contacts.

# More Than Just a Week

GEW is a rallying point for a worldwide movement of entrepreneurial people. It's not just about one week. Through the platform of GEW, existing programs are showcased, new entrepreneurial initiatives are launched, national policies are influenced and entrepreneurial people who got their first inspiration from GEW go on to achieve great things.

## SOUTH AFRICA

In South Africa, The University of the Witwatersrand's Wits Business School launched a **South Africa Startup Index (SASI)** during Global Entrepreneurship Week. One of the main objectives of SASI is to create awareness in the marketplace around innovative South African start-up companies with the potential to compete on the global stage. SASI will operate as a collaboration between academia, private sector institutions and government, and will include academic research around the start-up environment. It will also aim to organize the start-up community in South Africa and facilitate networks with different entrepreneurship support and developmental institutions.

## ARGENTINA

Argentina had a law enacted saying the last day of GEW is the Day of the Entrepreneur.

### Mildred Talabi, London, England

Brand Piano, an initiative held during GEWUK 2009, helped four fledging London businesses get revitalized, through their program of mentorship and peer-to-peer networking. Mildred Talabi, the 26 year old owner of RawLoveUK and winner of the program, received £1,000 investment to help grow her business, along with ongoing mentoring and support.

"I was able to immediately apply the knowledge I learned to grow my business and increase sales. We've launched a new product which is selling really well, been featured in several media outlets and been shortlisted for the Young Entrepreneurs category in a Lambeth Business Awards."

## MALAYSIA

"To help spur entrepreneurship among graduates, we have set up two top business schools under the National High Education Strategic Plan."

**YB Dato' Saifuddin Abdullah, current Deputy Minister of Higher Education and the GEW Malaysia Patron**

## PAKISTAN

"We have introduced and institutionalized the concept of youth-led development in the leading educational and technical institutions of Pakistan. Over 190 youth-led projects have been launched for the first time. Over 500 lead teachers of youth serving institutions were sensitized about the concept of youth social entrepreneurship."

**GEW Pakistan**

### Alfa Demmellash, Jersey City, USA

For Demmellash, Co-founder of Rising Tide Capital, a nonprofit organization based in Jersey City assisting communities to build strong businesses that transform lives, strengthen families and create vibrant, sustainable neighborhoods, GEWUSA helped provide a platform to advance her personal and professional goals. Demmellash was heavily promoted by the GEW Planning Team, with her story told in publications like BusinessWeek, Entrepreneur.com and Inc Magazine. This media attention helped advance the brand of Rising Tide Capital, and position them as a global provider of services.

"There's been a lot of ongoing response and I think what GEW was able to do for us, and why I thought it was more important than ever that we did GEW, was because we all of the sudden had this global audience. Our Web traffic shot up enormously and we're getting people contacting us from around the world."



# Who is GEW?

## Founders

### Kauffman Foundation

The vision of the Kauffman Foundation is to foster a society of economically independent individuals who are engaged citizens, contributing to the improvement of their communities. We work to catalyze an entrepreneurial society in which job creation, innovation, and the economy flourish. We work with leading educators, researchers, and other partners to further understanding of the powerful economic impact of entrepreneurship, to train the nation's next generation of entrepreneurial leaders, to develop and disseminate proven programs that enhance entrepreneurial skills and abilities, and to improve the environment in which entrepreneurs start and grow businesses.

### Enterprise UK

Enterprise UK was founded in 2004 by the British Chamber of Commerce, the Confederation of British Industry, the Institute of Directors and the Federation of Small Businesses, funded mostly by the Department for Business, Innovation & Skills. We started our work with young people under a campaign called Make Your Mark that encouraged enterprising activity amongst 14 – 30 year olds. That campaign was so successful that we wanted to reach out to new people of all ages and backgrounds, fresh thinkers who spot opportunities, apply entrepreneurial talents and overcome the obstacles to make ideas happen. And we have arranged these programs under a new brand – Enterprise UK.

### USA | Kansas City

The **Global Student Entrepreneur Awards** brought student entrepreneurs from 27 countries to Kansas City, Missouri, to compete for \$150,000 in cash and donated services. The grand prize went to 24-year-old Milun Tesovic, who developed MetroLyrics, the most popular music lyrics site in the world.

## Countries

Eighty-eight countries hosted Global Entrepreneurship Week in 2009, each running a campaign tailored to the audience and entrepreneurial climate in their country. Several other nations participated informally through a small collection of standalone activities.

Within each country was a Host organization, responsible for catalyzing a national network of partners to organize events and run competitions. The campaigns for the countries were as diverse as those who participated – with local entrepreneurs and themes highlighted in each.

### JAPAN | Tokyo

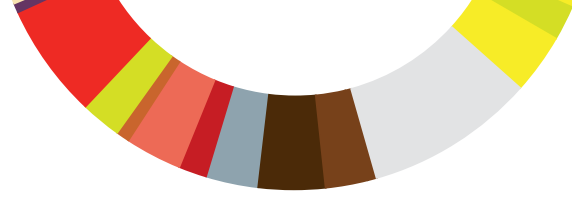
Prime Minister Yukio Hatoyama spoke at Japan's "Entrepreneurial Scene" conference, which highlighted social entrepreneurship and action that government and businesses can take to promote innovation. Topics covered included ways to reduce carbon emissions, what motivates young entrepreneurs and foreign perspectives on Japan's entrepreneurs. Baseball legend Bobby Valentine and creative visionary Patrick Newell were also in attendance, discussing their entrepreneurial success.





Country	Host Organization	No. of Activities	No. of Participants	No. of Partners	Country Population	GNI per Capita	Ease of Starting a Business*
Argentina	Endeavor Argentina	50	6,000	60	39,876,117	7,201.31	138
Australia	Social Alchemy Pty Ltd	50	1,000	20	21,374,000	40,350.95	3
Austria	Initiative for Teaching Entrepreneurship Austria	8	450	9	8,344,319	46,264.24	122
Bahamas	The Bahamas Chamber of Commerce	50	6,000	60	335,047	22,906.62	61
Bahrain	O2M Communications	40	500	5	766,925	27,247.79	63
Bangladesh	Young Entrepreneurs and Leaders League (YELL)	4	200	1	160,000,128	516.06	98
Barbados	Barbados Youth Business Trust (BYBT)	22	4,000	155	255,203	18,600 (2005 data)	
Belgium	Flanders District of Creativity vzw	2	2,000	3	10,703,957	44,326.36	31
Bermuda	Youth Entrepreneurship Initiative of Bermuda	3	120	3	64,200	-	-
Bolivia	Red Bolivia Emprendedora	114	24,000	125	9,684,093	1,456.57	167
Bosnia & Herzegovina	Agency for the Development of Small & Medium Enterprises	12	222	5	3,773,100	4,505.91	160
Brazil	Endeavor Brazil	1,357	5,329,400	406	191,971,506	7,351.22	126
Bulgaria	Junior Achievement Bulgaria	119	2800	95	7,623,395	5,487.09	50
Burkina Faso	Association pour la Promotion, le Soutien et le Suivi de l'Investissement Privé (APSIP)	4	300	9	15,208,585	478.54	115
Cameroon	Youth Business Cameroon	55	200,000	45	18,897,956	1,152.54	174
Canada	Canadian Youth Business Foundation	500	74,000	223	33,311,389	41,728.66	2
Chile	Endeavor Chile and Foro Pro Innovación	32	5,700	30	16,758,114	9,396.05	69
China	Technology Entrepreneurship Foundation for Graduates	Statistics unknown at time of going to print			1,325,639,981	2,774.88	151
Colombia	Endeavor Colombia	76	10,000	35	44,534,000	4,657.68	74
Congo, Democratic Republic of	YES Democratic Republic of Congo	1	42	9	-	-	-
Croatia	UMIS-SMEA	17	500	9	4,434,189	13,574.43	101
Denmark	Ministry for Economic and Business Affairs (EBST)	100	10,000	29	5,497,525	59,128.47	28

Country	Host Organization	No. of Activities	No. of Participants	No. of Partners	Country Population	GNI per Capita	Ease of Starting a Business*
Dominican Republic	Dominicana Incuba	15	1,500	10	9,837,747	4,391.95	107
Ecuador	Fundacion Emprender	33	4,105	12	13,478,599	3,643.15	163
Egypt	Middle East Council for Small Business and Entrepreneurship	Statistics unknown at time of going to print			81,527,172	1,801.25	24
Finland	Helsinki School of Economics Small Business Center	32	500	53	5,312,800	48,124.88	30
France	Journee de l'Entrepreneur	350	300,000	200	62,048,473	43,549.51	22
Georgia	Association of Young Economists of Georgia	Statistics unknown at time of going to print			4,364,460	2,471.88	5
Germany	IHK Schwarzwald-Baar-Heubergand Wismar University	347	15,000	260	82,140,043	42,435.75	84
Ghana	Youth Enhancement International (YEI)	6	500	4	23,350,927	674.25	135
Greece	Hellenic Associations of Young Entrepreneurs	33	400	15	11,238,162	28,649.89	140
Honduras	Junior Achievement Honduras	10	1,300	20	7,241,503	1,798.85	144
Hungary	FIVOSZ	39	2,200	70	10,037,637	12,809.85	39
Iceland	Innovit Entrepreneurship Center	120	5,000	50	316,960	40,073.96	33
India	Bharatiya Yuva Shakti Trust (BYST)	55	2,500	31	1,139,964,931	1,066.25	169
Indonesia	Ciputra Foundation	29	5,747	15	228,248,538	2,007.28	161
Israel	The Technion-Israel Institute for Technology	111	5,000	52	7,308,100	24,698.48	34
Italy	Junior Achievement Italia and META Group	50	3,000	35	59,854,860	35,236.49	75
Japan	The Honda Foundation	1	42	9	127,704,000	38,206.87	91
Jordan	Queen Rania Center for Entrepreneurship	7	1,500	5	5,906,042	3,306.07	125
Kenya	SACOMA and Junior Achievement Kenya	5	4,000	50	38,534,087	766.62	124
Korea	Korea SOHO & Small Business Association	13	1,100	8	48,607,000	21,525.40	53
Latvia	Preilu Novada Dome	Statistics unknown at time of going to print			2,266,013	11,863.58	51
Lebanon	RootSpace	2	170	8	4,139,280	6,353.01	180
Lithuania	ISM University of Management and Economics and National Development Institute, Lithuania	1,007	20,000	212	3,358,371	11,870.60	99



Country	Host Organization	No. of Activities	No. of Participants	No. of Partners	Country Population	GNI per Capita	Ease of Starting a Business*
Macedonia	YES Foundation and SECI Project, Agency for Promotion of the Entrepreneurship	70	3,000	40	2,037,687	4,138.15	6
Madagascar	Association Actions Sans Frontières	10	10,000	10	19,110,941	406.35	12
Malaysia	Warisan Global	530	70,000	182	26,992,579	6,967.12	88
Mali	Junior Achievement Mali	Statistics unknown at time of going to print			12,711,139	579.02	139
Malta	University of Malta	4	300	2	411,452	22,460 (2007 data)	
Mexico	Impulsa and Endeavor Mexico	80	500	50	106,350,433	9,980.63	90
Montenegro	Centre for Entrepreneurship and Economic Development (CEED)	2	150	4	622,344	6,439.94	85
Morocco	Centre des jeunes dirigeants d'entreprise (CJD)	Statistics unknown at time of going to print			31,228,981	2,579.14	76
Mozambique	Empressa Junior	50	700	5	21,780,614	372.78	96
Nepal	INCON Pvt. Ltd	13	3,000	7	28,581,686	403.65	87
Netherlands	CASE	170	50	3	16,443,269	50,150.38	70
New Zealand	Wellington Innovation Network (WIN)	137	5,600	89	4,268,600	27,935.52	1
Nigeria	Growth Through Leadership and Entrepreneurship (GLET) and Unesco Centre Abuja	31	4,500	9	151,319,499	1,160.61	108
Pakistan	Youth Engagement Services	9	400	530	166,036,895	981.29	63
Paraguay	Incubadora de Empresas - Junior Achievement	1,229	22,223	40	6,226,806	2,179.96	100
Peru	British Peruvian Chamber of Commerce	22	2,000	1	28,836,700	3,986.58	112
Philippines	Philippines Youth Employment Network	Statistics unknown at time of going to print			90,348,437	1,886.14	162
Poland	Youth Forum of Polish Confederation of Private Employer	1,686	105,000	2,206	38,122,972	11,883.50	117
Portugal	Portugese Business Angels Association (APBA)	100	3,000	60	10,624,688	20,556.36	60
Romania	Junior Achievement Romania and GEA Strategy and Consulting	520	12,000	200	21,512,646	7,928.34	42
Russia	Junior Achievement Russia and US Russia Center for Entrepreneurship (CFE)	15,628	453,647	10,965	141,800,000	9,622.53	106

Country	Host Organization	No. of Activities	No. of Participants	No. of Partners	Country Population	GNI per Capita	Ease of Starting a Business*
Rwanda	Educat-Rwanda	Statistics unknown at time of going to print			9,720,694	406.88	11
Saudi Arabia	National Entrepreneurship Center	79	5,000	35	24,645,685	19,345.26	13
Serbia	Be Your Own Boss / Budi Svoj ovek DOO	30	2,000	25	7,349,487	5,705.5	73
Singapore	ACE and National University of Singapore, NUS Entrepreneurship Centre	40	19,500	29	4,839,400	34,761.94	4
Slovakia	Slovak British Business Council (SBBC) and Slovak University of Technology in Bratislava	6	310	6	5,406,030	14,540.59	66
Slovenia	GEA College Business Education Center	8	300	2	2,039,400	24,013.37	26
South Africa	Wits Business School, Univ. of Witwatersrand, Junior Achievement South Africa and Endeavor South Africa	22	11,079	17	48,687,000	5,819.00	67
Spain	IESE Center for Entrepreneurship, IESE Business School	232	15,400	46	45,568,152	31,962.84	146
Sri Lanka	Young Entrepreneurs Sri Lanka	4	2,730	5	20,047,263	1,788.48	41
Swaziland	Technoserve - Swaziland	25	2,263	11	1,167,834	2,521.57	158
Sweden	Entrepreneurship and Small Business Research Institute	Statistics unknown at time of going to print			9,220,986	50,942.87	43
Turkey	Endeavor Turkey	25	4,000	30	73,914,260	9,344.69	56
Uganda	Enterprise Uganda	32	6,000	27	31,656,865	418.66	129
Ukraine	Youth Business Ukraine Programme	4	1,097	6	46,258,200	3,213.33	134
United Arab Emirates	Higher Colleges of Technology	Statistics unknown at time of going to print			4,484,198	54,606.51	44
United Kingdom	Enterprise UK	4,653	529,377	2,428	61,399,118	45,394.12	16
United States	The Public Forum Institute	2,325	163,000	1,121	304,060,000	47,576.50	8
Uruguay	Endeavor Uruguay	86	4,744	46	3,334,352	8,259.01	132
Venezuela	DBAccess	53	6,000	19	27,943,249	9,225.63	142
Vietnam	Idocean Co., Ltd.	14	1,000	5	86,322,841	892.36	116
Zambia	Zambia-Comesa SME Toolkit Project	15	400	6	12,620,219	949.71	94
Zimbabwe	Empretec Zimbabwe	6	120	2	12,462,879	237.25	145

\*Part of World Bank Doing Business Ranking

## Global Sponsor

NYSE Euronext

## GEW Global Partners

Department for Business, Innovation & Skills

DECA

Endeavor

Junior Achievement

Entrepreneurs' Organization

MIT Enterprise Forum

NFTE

TechnoServe

Yes for Europe (European Confederation of Young Entrepreneurs)

YES (Youth Entrepreneurship and Sustainability)

Youth Business International

## Global Founders:



**KAUFFMAN**  
The Foundation of Entrepreneurship