

GEW 2020: NOVEMBER 16-22



GLOBAL ENTREPRENEURSHIP WEEK | GEW.CO

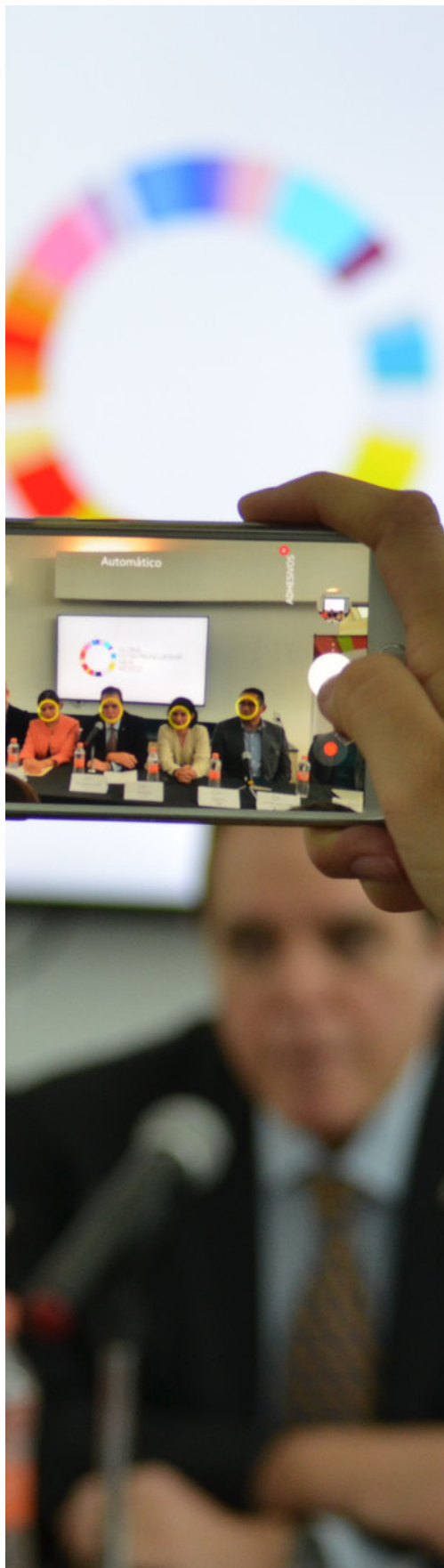
I AM AN ENTREPRENEUR



GLOBAL
ENTREPRENEURSHIP
WEEK
SIGNATURE ACTIVITY

A GEW Signature Activity Powered by:





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ABOUT GLOBAL ENTREPRENEURSHIP WEEK

Global Entrepreneurship Week is a collection of tens of thousands of activities, competitions and events in 180 countries each November aimed at making it easier for anyone, anywhere to start and scale a company.

Founded in 2008, GEW inspires millions each year to explore their potential while fostering connections and increasing collaboration within their ecosystems to **empower entrepreneurs** and **strengthen communities**.

In the United States alone, there are 2,500 partner organizations that conduct about 5,000 activities across all 50 states.

Diversity is a driver of innovation and economies suffer if a group of people are underrepresented or face structural barriers. Global Entrepreneurship Week reaches beyond traditional startup hubs like Silicon Valley, New York and Boston - envisioning one entrepreneurial ecosystem open to all, including smaller cities and towns and previously marginalized communities.

There are four themes for GEW 2020: Ecosystems, Education, Inclusion and Policy.

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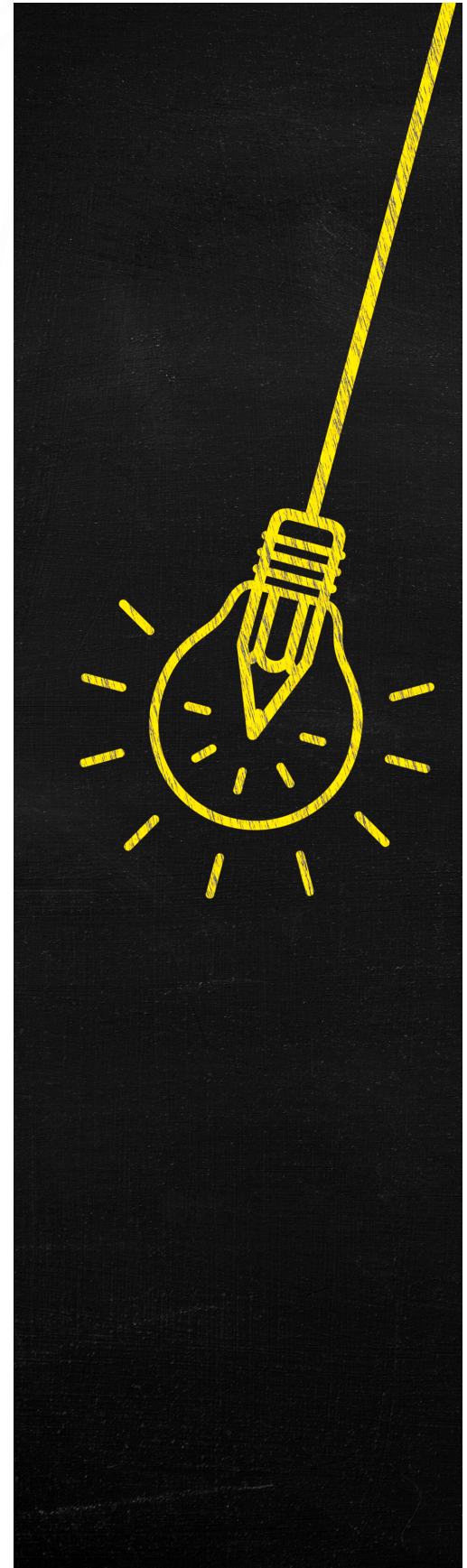
ABOUT I AM AN ENTREPRENEUR

During Global Entrepreneurship Week, we encourage people to explore entrepreneurship and provide them access to resources that help them along their entrepreneurial journey. The goal of the I Am an Entrepreneur activity is to give entrepreneurs a platform to share their **"Aha" moment** with people alike, across every country during GEW 2020.

We want to hear from you about your journey to success. What made you want to become an entrepreneur? Was there a specific "Aha" moment that catapulted your career into entrepreneurship? When did you realize you were an entrepreneur?

HOW DOES IT WORK?

- **Record** a short video answering the questions above. Describe your "Aha" moment.
 - Keep the video between 30-60 seconds, filmed in one continuous shot looking directly into the camera.
 - Start your video with a pause for 2 seconds, then start with the statement, "I realized I was an entrepreneur when _____."
 - End your video as follows, "My name is _____" then pause for 1 or 2 seconds and say "I am an entrepreneur."
- **Upload** your video using this link: <https://record.shoutout.social/gen/gew2020iaae>
- **Post** your video on **social media** with the hashtags, #GEW2020 and #IAmAnEntrepreneur.
- **Three finalists are selected**, winning membership into the GEN Starters Club and put into a **public vote** to decide the **winner**.
- **Winner receives a free trip to** the next Global Entrepreneurship Congress, currently scheduled for March 2021 in Riyadh.



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FILMING TIPS

If you are looking for ways to fine tune your recording, check out these helpful tips below:

Use good, natural lighting

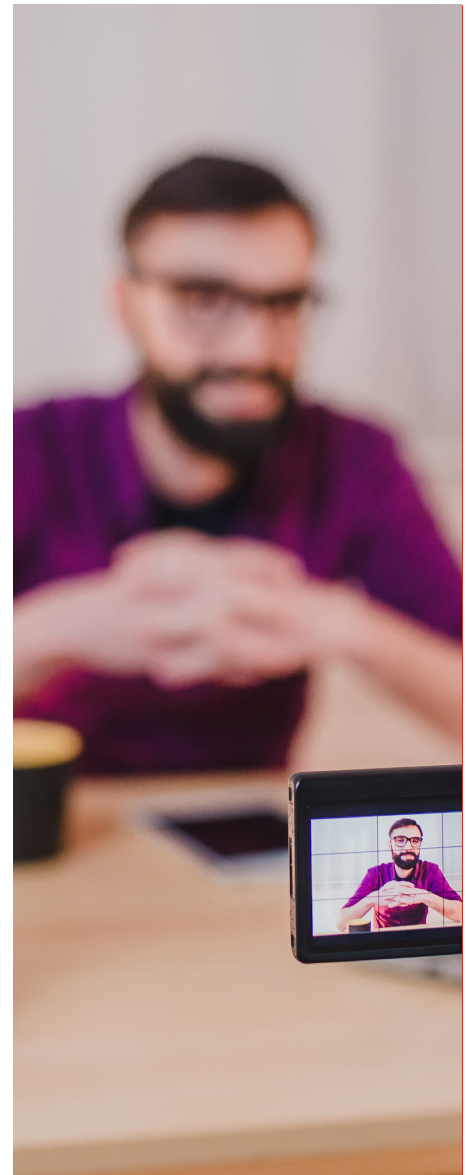
- If recording from a laptop:
 - Sit facing a window with natural sunlight.
 - Avoid tilting your laptop to position yourself on the screen. Instead, place a few books or a box under your laptop so that the camera is eye-level. This will be the most flattering angle for your face and will also avoid odd angles in your backdrop.
- If recording from a smartphone:
 - Make sure to prop your phone up against a flat surface and sit somewhere with natural sunlight facing you.

Clear out clutter in the background

- Try sitting in front of a window that has a clutter-free background or is against a clean wall so the video is void of distractions.

Reduce background noise + aim for quality audio

- Film in a quiet location. If you have a USB microphone or lavalier microphone, it can help minimize background noise and improve sound quality.



PRIZE INFORMATION

- Three (3) finalists receive entry into the GEN Starters Club, a community of talented founders with access to global connections with experienced entrepreneurs, mentors and investors. Learn more at genstarters.co.
- Three (3) finalist videos will be featured on the GEW website and through GEN's social media channels.
- One (1) winner will receive a free trip to the next Global Entrepreneurship Congress, scheduled for March 2021 in Riyadh, and get access to special programming for GEN Starters.

DATES TO REMEMBER

Please submit your video by:
Monday, November, 9 2020.

Three finalists will be revealed on:
Monday, November, 16 2020.

The winner will be selected by a combination of public voting and judges scoring for throughout the entirety of GEW – November 16 to November 22, 2020.

Winner to be announced on:
Saturday, November 22, 2020.

#GEW2020



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ABOUT THE GLOBAL ENTREPRENEURSHIP NETWORK

I Am an Entrepreneur 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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