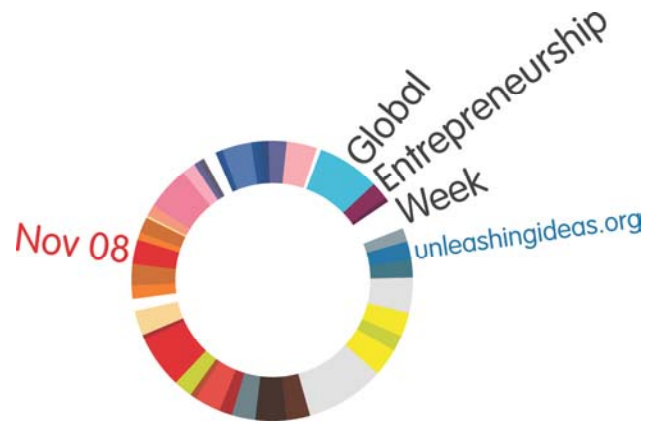


## Suggested National Activities

### **How to Become an Entrepreneur in a Week**

Each day will be a new step in the direction to becoming a mogul in the business world. Seven separate stations will represent each day during the one-day event, allowing for a self-guided experience. The days will be decided on by experts who have taken the steps to build their empires and be successful in the business world today.



### **Free Think Friday**

Organize a session for students to brainstorm possible entrepreneurial and business ventures. By the end of the session, students should have a business plan that includes how to enact it with their current resources (establish a common resource list for all the groups participating). Challenge students to make it happen.

### **Viral Marketing: Run Your Own Show**

At your festival or expo have a booth where students and entrepreneurs can be videotaped talking about entrepreneurship or performing a skit on entrepreneurship. At the end of the day, submit the individual short clips to *YouTube* or *Jib Jab* and harness the power of viral marketing to ignite interest in entrepreneurship.

### **Next Top Entrepreneur**

For young professionals, plan a competition to seek out the individual with the greatest potential to succeed in the entrepreneurial work force in the future. A panel of judges will give the contestants tasks to complete and the contestants are judged on criteria such as originality, creativity, and showmanship. The grand prize may either be the opportunity to shadow local entrepreneurs or the receipt of cash to start-up their own enterprises.

### **Innovation Expo**

Organize an interactive entrepreneurship fair. Invite entrepreneurs, investors, franchisers, suppliers, innovators etc. to showcase their work to the general public. This event can be organized in a large open space where each vendor sets up a booth to display their product or service to visitors and spectators.

### **Advertise Your Innovation Competition**

Organize a competition where students have the opportunity to produce a new and intriguing product that they will market to a specific audience. Participants will be judged on the creativity, functionality, suitability, presentation, and budgeting of their advertisement. This competition is meant to foster innovation and creative marketing strategies.

### **Lights, Camera, Action: Spotlight on Entrepreneurs**

Host a film festival showcasing enterprising individuals. Have students create and submit videos on the theme of entrepreneurship and hold a film festival showcasing student work.

### **Documentary Entrepreneurship Film Festival**

Host case study documentaries filmed on location at enterprising start-up business or established business (Google, IDEO, etc.) that showcase different narratives about entrepreneurship.

### **Out with the Old, In with the New**

#### *New Products for Old Companies*

The opportunity of a lifetime! Imagine a powerful company has given you the chance to be the brains behind their next big idea. Come up with the next hottest selling item and market it to the big wigs.

### **“The Apprentice’s Apprentice”**

#### *An Entrepreneur’s Game Show*

Everyone has heard of “The Apprentice,” create your own version with student teams and local entrepreneurs as judges. What is the prize? A mentorship with a local entrepreneur.

### **Entrepreneurial Entertainment Soiree’**

Organize a product release party featuring local artists and musicians with local entrepreneurs.

### **Think Green**

#### *Environmental Entrepreneurs*

True, green is the color of money. But the grass is also greener on the other side! Invite environmentally-driven entrepreneurs to give a speech about the advantages of social entrepreneurship and improving the environment through innovation.

### **Think Big: Revitalize your Community**

#### *Promote entrepreneurship and put your community on the map*

Host a forum that creates and initiates discussion about public policy, entrepreneurship, and specific ideas to benefit your community. Make the event open to the public so that all ideas will be heard and discussed.

### **Organize International Entrepreneurship Forum**

Form an international panel of entrepreneurs featuring young global trailblazers with participants having an opportunity to discuss challenges and solutions to creating an entrepreneur-friendly business culture within their own communities.

### **Students Teaching Students**

Get students enrolled in entrepreneur programs to organize discussion panels where young entrepreneurs converse with future entrepreneurs about their successes and failures. These discussions should also provide potential entrepreneurs the opportunity to exchange ideas and receive feedback and advice from entrepreneurs with experience.

### **Master of Creation**

#### *Bringing your idea to life*

Model an Idea to Product Competition modeled after the one sponsored by the University of Texas at Austin. Encourage participants to think outside the box as they imagine their ideas on the market in the years to come.

### **“Opportunity City” Challenge**

Host a competition to see who can earn the highest score on the online game – Hot Shot Business ([www.hotshotbusiness.com](http://www.hotshotbusiness.com)). Teach young entrepreneurs the basics of business by introducing them to this game that makes solving small business challenges fun.

### **Living the Lifestyle**

While a business is in the early stages, there is no guarantee that it will be initially successful. Invite a speaker to come that has been through the entrepreneurial process to speak about the economic and social trials and tribulations they went through, particularly in the early stages of their business.

### **Schmooze, Don't Snooze**

*Host your own Speed Networking Event*

Successful entrepreneurs have all the right contacts and networks help people stay connected. Organize a Speed Networking event in your community - one hour sessions to give young entrepreneurs the chance to meet and learn from successful entrepreneurs.

### **Creative Coffee Break**

*Host a breakfast lecture series on entrepreneurship*

Encourage university departments with Entrepreneur programs to organize an open lecture/seminar for students on campus to better understand what the program is about and what avenues and possibilities the program opens for students.

### **Entrepreneurship Science Lecture Series**

Organize a lecture series that explores different scientific perspectives of the basis of entrepreneurship through different academic disciplines such as psychology, communication, business, and organizational change.

### **School Business Venture Competition**

High school business curriculum teachers divide their class into several teams that compete to formulate a money-making business venture. Each team will be expected to select a product to sell for one week (as well as manage the finances, look for investors, conduct market research, etc.). The team that makes the most money at the end of the week from product revenue, wins the competition.

### **The Many Faces of Entrepreneurs**

Entrepreneurs come in all shapes and sizes, and each face unique challenges and situations. Engage students in a discussion, led by a diverse group of entrepreneurs, to provide encouragement and information to assist others to follow in their footsteps.

### **Marketing Yourself for Success**

Gaining a competitive edge in today's markets can make or break a business. This forum provides helpful hints about marketing strategies when promoting enterprises. This event is perfect for up and coming entrepreneurs who have products and services waiting for a breakthrough into the market.

### **Entrepreneur Thursdays**

This is a great networking opportunity for all! On the First Thursday of each month, select a venue and time for entrepreneurs to gather in order to network with one another. Launch your Entrepreneur Thursdays during *EntrepreneurshipWeek USA* and provide a great event for all to enjoy a social time with friends while building your Rolodex!

### **FastTrac**

FastTrac is a practical, hands-on, business development program offered by 300 partner organizations globally. Get your local existing FastTrac network involved in conducting an introductory class for aspiring entrepreneurs. For FastTrac locations near you, visit [www.fasttrac.org](http://www.fasttrac.org).

### **Show me the Money: Getting Your Business Financed**

This session is geared towards start-up companies and those entrepreneurs who are at the beginning stage of their careers. Money plays a key role in the entrepreneur's day-to-day expenses and finding financial support is a key issue that troubles some. Topics could include the key ingredients to financial success in the entrepreneurial world.

### **What Type Of Entrepreneur Are You?**

For any and all aspiring entrepreneurs, a little direction is always helpful. Develop an interactive questionnaire to assist potential entrepreneurs to find their niche and discover their passion.

### **Seminar Series: Where do I Begin?**

Starting a project is always the hardest part. Host a seminar about how to start up a company the right way and allow plenty of time for a Questions & Answers session.

### **Shadow an Entrepreneur**

Seek out local entrepreneurs and ask to observe them as they go about their business for the day. Ask the entrepreneur to share their insight on what it takes to become a successful entrepreneur.

### **Lunch with a Mentor**

Sometimes all future entrepreneurs need is a mentor and a nudge in the correct direction. Organize a luncheon with future entrepreneurs and entrepreneurial leaders in the community.

### **Sink or Swim: Keep Your Business Afloat**

Not every business is always booming. Organize a competition in which participants think of ways to improve existing businesses that are on the rocks.

### **Getting a Head Start: Launching Your Career Before Graduation**

This session will benefit both students and entrepreneurial business leaders by providing students with the opportunity to show businesses their "new" way of consulting and how it could benefit established businesses. Each student consulting firm will present their ideas to a business leader to receive feedback.

### **Do It Yourself Entrepreneur's Market**

The growing popularity of farmer's markets have allowed for local farmers and artisans to experience a profitable enterprise. Put on local entrepreneur's markets in your city and instill a sense of community, while allowing for resident entrepreneurs to "shop" and look for lucrative ventures.

### **Changing Yourself into a Money Making Business**

Revitalize your business. Encourage participants to expand their market strategies to include other purchasers, both individuals and companies. New and innovative marketing tactics can only improve the quality of a business.

### **Don't Let Big Business Get You Down**

Daunting corporations can turn off potential small business owners from entering the market. However, the right environment can spell success for those who brave the waters. Community leaders and successful small business owners share their tales about how to make businesses flourish in the face of giant superstores.

### **Franchising**

Franchises offer ready-made package for the aspiring entrepreneur. These companies all have one thing in common: successful branding techniques. Invite experts from local franchises to discuss the issue of branding and techniques that can lead to an advantage in the marketplace.

### **Sales Pitch**

One of the most successful ways to find financing for a business is by having a great sales pitch. Host a competition between student-teams; the winning team will make the most persuasive sales pitch. Students should be able to demonstrate that they know their target audience, that their product fulfills a need, and that their product will improve society.

**Future Entrepreneurs Weekend**

Ask local entrepreneurs and business leaders to help with a two-day entrepreneurship camp. Have entrepreneurs discuss the challenges and gratification associated with becoming an entrepreneur. Host seminars on topics ranging from how to make a product idea into a reality to using their product to fulfill a social need, to learning from common entrepreneurial missteps.

**Supplier Showcase**

Hold a supplier showcase for local manufacturers and suppliers to showcase their products to local entrepreneurs while building their networks. It will also give potential entrepreneurs the chance to explore untapped opportunities in their local communities.

**Working from Home**

There are ups and downs to being your own boss and working from home. Host an interactive session to demonstrate both viewpoints on this up-and-coming issue in the workforce today.

**Work it Out!***Community Based Workshop for Entrepreneurs*

Invite local entrepreneurs and experts to give a workshop in entrepreneurial skills training. This workshop should provide the potential entrepreneurs the opportunity to speak with successful local entrepreneurs and get a sense of what it takes to open up a business venture in the local community.

**Wowing Women: Women Entrepreneurs**

The growing numbers of women entrepreneurs in the United States are shaping and redefining the American workplace. Recruit some of the successful local women entrepreneurs to speak to and inspire the young women in your community.

**How to Make It Big In Business**

Organize a day for aspiring entrepreneurs to observe and experience the day-to-day operation of a business venture. Invite local small businesses to open their doors and to share their experiences with up and coming entrepreneurs.

**Business Basics**

Establish Business Basics programs to provide job training and work experience for aspiring young professionals through educational and hands-on experiences. Online programs may also be offered to provide job training to a wider audience for whom attending in person is not an option. These centers will help aspiring young professionals foster the skills needed to be successful in business and as an entrepreneur.

**Motivational Entrepreneurs**

This panel showcases and brings together motivational speakers to empower those who are afraid of failure or on the brink of creating or starting a business of their own. Each session will be hosted by a motivational speaker focused on a different way to promote the skills and potential that is needed to be a successful entrepreneur.

**Ethical Entrepreneurship**

Being a good businessperson is something that we all strive to achieve. This session sheds light on the issue of ethics in the entrepreneurship world. An expert panel answers questions that entrepreneurs of all levels have compiled.

### **Broadening Your Horizons: How to Expand Your Business**

Having a business that is on the brink of expansion is an exciting time. How can you make sure it prospers in the correct fashion? That's the question that is hard to answer. This session creates a forum that allows for experts, who have recently expanded their business, to give advice and answer questions of those considering expansion.

### **Tips of the Trade**

*The secrets of successful entrepreneurs*

Learn tips of the trade -- this workshop, taught by successful entrepreneurs, will showcase the skills and knowledge that has made them successful.

### **Protecting your Product!**

*Learn all about trademarks, property rights, intellectual property, and patents*

Entrepreneurs have rights, too. Plan an information session to provide the tools necessary to inform inventors and aspiring entrepreneurs about intellectual property and patent laws.

### **The Lair**

This activity is based on the hit UK reality show – *Dragons' Den*, which brings creative minds in front of a panel of investors to convince them to invest in their new business idea. Likewise, you can mimic an entrepreneurship game show, during which innovative entrepreneurs can present their business plan or product to a group of local angels or venture capital firms who are prepared to invest in an original business idea.

### **Local Entrepreneur Hall of Fame**

Students explore and research the history of prominent local businesspeople and businesses. Each student selects one of these entrepreneurs to present to their class in a creative and innovative format.

### **To the Beat of Your Own Drum**

Organize a music festival that will showcase local talent in all genres of music; allowing kids to perform as well as help with backstage needs. Artists can showcase their talent on stage in front of a large audience, demonstrating entrepreneurs come in many shapes, sizes, and formats.

### **How to Start a \_\_\_\_\_!**

Whether it's a bowling alley or a restaurant, young entrepreneurs need a place to start. Invite local entrepreneurs to come and provide direction about how to start a specific kind of business. For example, invite a restaurateur to describe what s/he had to do to open the doors and gain clients.

### **Spin-Out**

Encourage entrepreneurs to look to big businesses for ideas. The objective is for students to extract ideas from these businesses and transform them into their own.

### **Geo Jam**

Through a variety of games and challenges, students test their abilities and innovating skills in the world of math and science. By having students host their very own competition, they will be engaging in innovative thought processes as well as learning.

### **Doing Well Through Doing Good**

*Social Entrepreneurship*

Business is a place to not only make our lives easier, but also to make our world a better place. Organize a competition in which the contestants submit a plan that will not only make money, but improve the world around us. This program will introduce the concept of corporate social responsibility and demonstrate that financial outcomes do not exclude positive outcomes for the environment and social performance (the triple bottom line).

### **Discuss with Dr. Entrepreneur**

Plan a session with a business advisor and allow for an extensive Q & A session in which attendees will be given the opportunity to seek advice from the advisor. You may also arrange for participants to schedule a brief (10 minutes) one-on-one consultation with a business advisor for free and sponsored by your organization.

### **Discovering New Talent**

Organize a networking meeting focusing on employing people with a disability. It is a part of a series of networking meetings looking at diversity and equality in the workplace. Did you know over a million people with disabilities are ready, willing, and available to start work? Tap into an often overlooked talent pool for your future recruitment.

### **Art is Enterprising**

Entrepreneurship is not just about the world of business and stocks, but also encompasses fields like arts and crafts. Activity workshops hosted by community artists and entrepreneurs may be set up in different localities. Arts and crafts are an excellent way to hold the interest of young audiences, while also enabling them to explore their creative side.

### **Art and Entrepreneurship**

Organize an Art Show that features artists who explore the basic themes or characteristics of entrepreneurship such as: opportunity recognition, creativity, problem solving, risk taking, resourcefulness, and passion for ideas.

### **Poetry Slam**

Organize a poetry slam for students to express what entrepreneurship means to them or to honor entrepreneurs from their area or around the world. The poetry slam can be part of a larger event or arranged by schools, many of which already have similar events. Not only is a poetry slam another way to celebrate entrepreneurship, it also demonstrates that people with all interests – poetry, film, art, business, technology – can be entrepreneurs. Local entrepreneurs or poets can judge the contest.

### **How to Do Business In \_\_\_\_ (Insert Name of City)**

The Small Business Office, Procurement Office, or the Minority Business offices from your city host an event on how to do business within your city. Learn about the ins and outs of starting a business, the resources available to entrepreneurs from the city, how to win government contracts, and other related information for your community. Include city officials as well as local entrepreneurs who can share their experiences on how they used the available resources. Leave plenty of time for questions!

### **Non-profits via Pro-profits: Mutual Synergies**

How-to workshop on legal and practical ways of how to create mutually beneficial relationships in sales, service or product delivery as well as presentations of compelling business ideas that offer commercial and social value simultaneously.

### **Entrepreneurship Emersion: Operate a business for a day**

Contestant wins opportunity to experience of running one's own business by pairing up with local established businesses.

### **Local Entrepreneurship Studio: Raise money for Community Enterprise Center**

"Entrepreneurship Studios" where current young professional entrepreneurs receive constructive criticism about their current business practices and strategies

### **At-Risk Activities**

Tailor entrepreneurship workshop to groups focused on helping at-risk youth to overcome unique challenges.

**Global Entrepreneurship Studio**

Identify key young entrepreneurs in all countries who share the common goal of wanting to invest money to create entrepreneurial communities/incubators in their capital cities. Each country competes to create the best "system" or clearinghouse that facilitates entrepreneurship in their country.

**From Rags to Riches: Venture Capitalist Forum + Program**

Organize a forum to invest seed money into prospective start-up businesses for enterprising the poor. Transform the world's poor into entrepreneurs with base capital from generous and venture capitalists and teach-ins held in every capital city in the world up until and during the Week. Post-entrepreneurship week: all other cities in the host country adopt measure to employ the poor via entrepreneurship. Partner with all anti-poverty campaigns, like One campaign etc. This would be one of the most ambitious forms of social entrepreneurship ever undertaken. Essentially, entrepreneurs would be employed to teach and train the world's able-bodied, mentally adept, and interested poor to start new businesses. Connect all venture capitalist with the world's poor. Employ every single poor person in the world by creating entrepreneurial jobs that compete

**Make Your Mark with a Tenner**

Organize a competition where 10, 000 schoolkids were given £10 each and told to make as much profit and social impact as possible. The £10 gets returned but they keep their own profits, or donate it to a worthy cause.

**Make Your Mark Challenge**

Organize a one-day entrepreneurship competition in schools where teams of 5-7 are given a broad brief and have a day to creatively come up with a business idea.

**Make Your Mark in Film**

Organize a film-making competition in two stages, script writing and direction, which culminates in a 10-part film that is filmed in 10 countries by 10 different teams