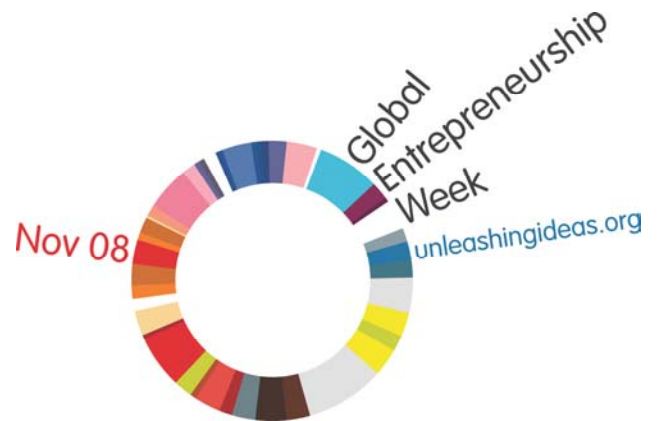


## Potential Activities

### **Unleash It! Challenges**

Thousands of problem solvers will log-in to Unleash It! to solve some of the world's greatest challenges. You can create a challenge or use some of the existing challenges and encourage groups of young people to tackle that issue, unleashing their creative and innovative and providing solutions to the world's problems.



### **Speed-Networking the Globe**

Face-to-face, one hour sessions happen for one day to give young entrepreneurs the chance to meet and learn from their peers and successful entrepreneurs from all over the world and form new collaborative projects. International live televised broadcasts along with optimizing the power of social media create the largest day-long cultural cross-pollination of entrepreneurship in history.

### **Put Your Community on the Map**

Millions of young people will submit videos, presentations, short stories and business plans through [www.unleashingideas.org](http://www.unleashingideas.org) that details how they can put their community on the map. Whether it's highlighting existing unique resources or presenting new innovations for the future, ideas will be submitted in order to garner recognition for their individual community. People are encouraged to think creatively about what makes their community extraordinary.

### **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* 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 Soirée**

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

### **Think Green**

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**

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 *Global Entrepreneurship Week* 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!**

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**

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**

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

### **Make Your Mark with a Ball**

Harness young people's passion for sport by encouraging them to come up with enterprising and creative ideas to make money using just a ball. What ball they use is entirely up to them, and the more creative and wacky the ideas the better!

### **Global Entrepreneurship Contest**

Organize an international competition where participants are given each a very small amount of startup capital and told to make as much profit and social impact as possible via ordinary objects or services. Teams create creative business plan as a foundation from which to unleash their ideas.

### **Global Entrepreneurship Film Festival**

Organize an international film-making competition. Participating teams write short scripts for a film and direct sections of the winning script. The challenge will culminate with semifinalists piecing together team film sections into one international collaborative film. Variations include mixing representative countries in teams creating international teams vs. national teams in a competition to create the best documentary about entrepreneurship; while another could be to create a documentary film or

fictional movie that explores the entrepreneurial process and the challenges faced by entrepreneurs, particularly in the early stages of their business.

### **World Virtual Idea Contest**

Organize an international competition where thousands of people form international teams to implement (locally or globally) all possible shelved business ideas from such online sources as idea volcano (<http://blog.ideavolcano.com/>).

### **International Innovation Expositions**

Organize worldwide fairs of entrepreneurship. 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.

### **Team Entrepreneurship: Challenge to Improve the World**

Participants from all host countries form teams and select a product that improves impoverished parts of the world via international investment opportunities. One example could address the need for wireless internet computers. A variation on this could be to have individual international contestants compete with each other to produce a new and intriguing product that they will market to a specific audience. Participants will be judged on the creativity, functionality, sustainability, presentation, and budgeting of their idea.

### **Global Entrepreneurship Music Festival**

What "Live Earth" did to raise climate change awareness, this global festival would do to raise awareness of the universal challenges to and benefits of entrepreneurship. The festival would consist of a series of musical celebrations. Each festival around the world would also include other mass engagement activities such as workshops, art and craft shows, and markets.

### **International Young Entrepreneur Competition**

This activity could be based on the hit U.K. 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. The grand prize may either be the opportunity to shadow local entrepreneurs or the receipt of cash to start-up their own enterprises.

### **Out with the Old, In with the New: New Products for Old Companies**

Host an international product design and sales competition. The team who comes up with the next hottest selling item and successfully markets it to the established entrepreneurs wins the opportunity of a lifetime! Imagine this: a powerful company gives you the chance to be the brains behind their next big idea. Entrepreneurs will share their insights on what it takes to become a successful entrepreneur.

### **Global Entrepreneur Race**

Race to form a successful international business in 7 days. The object of the game is to create a business with the greatest profit, lowest environmental footprint, and deepest social impact. The contest will teach young entrepreneurs the basics of business by introducing them to this game that makes solving international business challenges fun and exciting.

### **The Global Entrepreneurship Gazette**

To showcase the best and the brightest ideas to change the world through entrepreneurship, a global online and paper newspaper will feature all participants and their big ideas. With the power of the internet, individual contestants will submit their ideas and semi-finalists will pitch their idea in front of international sponsors and entrepreneurs to compete for individual grants to start their own businesses.

### **Entrepreneurial Accelerators**

Coordinate a global effort to create national and local incubators as a way to spur economic development. Every host country could sponsor "accelerator models" with individual roles overseeing different enterprises, creating multiple enterprise centers simultaneously with the purpose to usher new businesses into society quickly.

### **Global Microfinance**

Implement global efforts to leverage microfinance credit targeted to impoverished, but talented and aspiring entrepreneurs. Global partners help to form local entrepreneurial team networks, including those less entrepreneurial for job creation. Teams gain access to credit, expand their businesses, and stimulate local economic growth.

### **The SkillsWall**

Global hosts and partners facilitate networking to enable young people to overcome the barriers in forming a team with complementary skills. Polaroid pictures are taken of participants from all over the world with their 3 top skills written on the bottom. The polaroid is put up on a big online SkillsWall with everybody else's so people can scan it to see if there is anybody who can help them develop a project.

### **Stanford's Rubber Band Challenge**

Stanford University created a challenge that sparked interest all around campus and they entrepreneurship community. It was "a fast and furious competition to see who could create the most value from rubber bands in only five days..." Click this link for more information about Stanford University's Rubber Band competition –

<http://www.reuters.com/article/pressRelease/idUS199314+05-Mar-2008+BW20080305>

### **Business Clubs at Universities**

Have business clubs at your university host a breakfast. Make it available to all students on the campus and encourage outside participation. Invite speakers, give away bagels and enjoy an open discussion. This will engage the community, show the dynamic nature of business clubs and teach a valuable thematic message.

### **Monday Revolutions**

Mondays are times of revolutionary change, i.e. the 1989 Monday Demonstrations in Leipzig, Germany. Global Entrepreneurship Week starts on a Monday too: how about starting a new revolution, a new way of thinking in terms of entrepreneurship? Start a revolution of the mind on Monday, November 17th! Hold demonstrations that encourage entrepreneurship. Have fiery leaders speak about their messages. Create a mural to show a unified vision of revolution.

### **The Amazing Race: Entrepreneur Edition**

Teams of two will compete in this one-day race. Clues at different stations will provide facts about the company at the next station (i.e. "John Smith got the idea for this health foods store in 1990 when his mother complained about the lack of organic snacks..."). Each station will challenge the teams to uncover a fact about the company (i.e. guess which product is the best-seller and find out why) and document with visit with a photo. The first team to take all the photos and complete all the challenges wins.

### **Intercollegiate Fair**

Invite the business or entrepreneurship clubs in your city to jointly host an entrepreneurship fair. Students will be able to set up booths for their existent ventures, learn from other enterprising students and form a better idea of what innovations are occurring. Many of the other activities from the activities list (i.e. the SkillsWall, the various instructional workshops, the brief competitions) can be incorporated as elements of the fair.

### **Sales Pitch Auction (extension of Sales Pitch activity)**

Randomly assign competitors to represent a pre-selected list of similar products. Have them give sales pitches for the products, and get local entrepreneurs to "invest" in them. Each local entrepreneur will be given 1 dollar to invest, and can divide this up however he or she wants between the contestants. The contestant with the most investment capital wins. At the end, the bidders will give feedback on each participant's presentation.

### **Build-a-Bear Auction**

At a large toy store, give each contestant a basic teddy bear, provide decorative materials (ribbon, sequins, fabric of different colors, cute stationery) and have the participants spruce up their bear. After giving an original description and sales pitch of their products, participants will put their bears on auction. Customers at the store can bid on the bears, and the one that sells for the highest price wins.

### **Starstruck**

Invite entrepreneurial celebrities to bring a product that is still in development. Have youth contestants draft a plan on how to improve the product, create a marketing concept and ultimately present their idea to the celebrity. Contestants will learn about reading the needs of their celebrities (AKA their clients), about taking advantage of resources when promoting a venture (AKA the celebrities' image and fame) and about effectively promoting a concept.

### **My Second Life**

Second Life, an online simulation world, has a real economy and currency exchange rate with the real world. Give contestants 1 week start an account from scratch and see who is able to generate the most value from working for Second Life companies, starting their own venture or buying and renting virtual real estate.

### **Survivor Entrepreneurship**

Encourage participants to find a need and fill it. Challenge their resourcefulness by requiring them to use only raw materials found in their own backyards. In addition to getting entrepreneurs to think outside the box, this activity is environmentally friendly and cost-effective.

### **Election 2008- Entrepreneurs Edition**

Get participants to come up with an idea or product and market it, campaign style. This could include anything from inventing campaign slogans for their idea, making buttons/posters/t-shirts to promote their product, conducting polls to assess public opinion on how best to execute their idea, and using the local media in order to get the word out. At the end of the week, hold an election and inaugurate the winner "Honorary President of Global Entrepreneurship Week 2008."

### **Entrepreneurship Science Fair**

Get participants to create a science-fair-style display explaining their (technology or science-related) product or business idea. Hold an entrepreneurship science fair where all the displays are exhibited. Entrepreneurs will have the opportunity to exchange ideas and interact with like-minded people, while gaining exposure and answering questions about their ideas from the general public.

### **George Washington Carver Challenge**

George Washington Carver reportedly created or disseminated about 100 products made from peanuts that were useful for the house and farm, including cosmetics, dyes, paints, plastics, gasoline, and nitroglycerin. Participants will be asked to choose one material and find many different uses for it. Both the quantity and the quality of their ideas will be judged. The winner of the challenge will receive the George Washington Carver Award for Entrepreneurial Excellence.

### **Old Dogs, New Tricks**

Find a product, business, or industry that is struggling and come up with ways to revive it and market it to a younger demographic (i.e. classical music). Winners of the challenge will be invited to share their ideas with people who are in a position to implement them.

### **If I Had a Million Dollars Challenge**

Give participants 1,000,000 "GEW dollars" and ask them to create a mock business plan. How would they allocate their funds in order to start a successful business? Have them write up their proposals and submit them for judging. Submissions should be comprehensive and detailed (i.e., where would your business be, what would you sell, how much would you pay employees, what would your hiring practices be like, etc.)

### **Community Art Project**

Find a public space in your area that can be used for a mural. Have students or local artists plan a mural that illustrates the value of entrepreneurship. Convert an empty wall into a work of art! Popularize the cause of entrepreneurship, and get local businesses to contribute by providing materials and funds in exchange for having the name of their business incorporated into the mural.

### **Marketing Consultation**

Local businesses, which seek to create a new marketing campaign or image, come to your university. The marketing department and the art department collaboratively form teams of both marketing students and arts students. These teams work together to come up with unique campaigns for the business. The team competition will result in a winning idea, which would be chosen from a panel consisting of various professors in both disciplines and the owner from the business.

### **Extreme Commercial Makeover**

This is a play on the popular series "Extreme Home Makeover." Commercial properties wishing to alter their interior aesthetics would receive help from the visual art and design departments at the local university. Students in both disciplines would collaborate on design and style initiatives to renovate these properties. Students in the business school focused on Strategy and Marketing may also provide insight and provide quantitative and qualitative support to the design suggestions. A big part of having a popular business is the way you brand and present yourself. This sort of collaborative activity between the two schools would enable art theory to combine with business theory to create spaces that psychologically and visually affect the consumer. Again there may be several teams competing on a design- thus, the owner of the commercial property will have a choice in the renovation. The property can then be evaluated by an appraiser to quantify the value added

### **Save the Arts**

Students majoring in the arts, either studio or art history, could provide after school art courses to students lacking the facilities in their schools to express their creativity. These students could volunteer or provide the service for profit. This could be offered as an elective course or an independent internship. They would be required to create a business plan and establish a self sufficient small business. They would have to attract potential consumers, create a schedule, and a location for the activity. The school children could then compete in a talent show to illustrate the skills imparted by the student.

### **Community Green**

High school student fundraisers need to deviate from traditional paths. Looking outside the box of the yester-year lemonade stand, bake sale, or car wash, high schools need to encourage novel and original ventures. High schools need to provide their students with an objective but allow for the student to examine what will work in their community. In this activity, these students would attempt to improve their communities by seeking out possible business ventures and providing them with creative and original solutions. The community would benefit from these fresh approaches and students would build their entrepreneurial skills.

### **Fashion Show Sales**

This activity would specifically focus on college students interested in fashion and design. These students should be encouraged to develop unique lines of fashion. The department could then invest in the 3 or 4 best students, by providing them with the fabric and materials to produce their garments. These students could also work closely with small specialized local boutiques to offer their ideas as possible products. The boutiques could also provide advice during the development of the student's line. The products would then be displayed at a fashion show, where the audience could bid and purchase the clothing.

### **Series of Panel Sessions with Group Involvement**

Host a series of panel discussions on issues pertinent to entrepreneurship, such as environmentally conscious business practices, ethical entrepreneurship, motivation, getting started, finding financing, etc. After the panels are completed, split up into groups and discuss the most relevant issues facing entrepreneurs. Give the groups a time limit and ask them to create a simple PowerPoint presentation, which outlines strategies to overcome hurdles with starting a new business. Have them discuss how to maintain a successful enterprise, utilizing the advice and thoughts of the previous panels. Groups will take turns presenting their thoughts with the rest of the participants. This would primarily be suitable in a high school or classroom-like setting.

### **3 in 1**

This event will focus on marketing through a team activity. Teams will consist of artists, musicians and business-oriented people. The objective is to take an original idea and create a sales pitch, utilizing song and art to push the idea forward. This will allow participants to learn the importance of working together as a team and shed light on the many different facets involved when getting a business idea off the ground.

### **Sales Pitch via Video**

This event will focus on marketing through a team activity. Teams will consist of artists, musicians and business-oriented people. The objective is to take an original idea and produce a short video featuring a sales pitch accompanied by song and art. A business concept will be transformed via a marketing strategy involving music, art, graphs, charts and thoughtful sales pitches. This will challenge and encourage future entrepreneurs to work together and push an original idea as a viable business venture.

### **Put Your Community on the Map II**

"Do you think there are things lacking in your community? What do you think can be done to make it better? Create a video, presentation, short story, or business plan that highlights how you could make your community better!" The point is to imagine an entrepreneurial venture that would make the greatest social impact. Ideally, members of the local government would be involved in judging and offering feedback, because this event focuses on their districts and involves their constituents. It would help bring a sense of community to all people involved.

### **University Challenge**

Set up a university challenge where students from different or rivaling campuses compete. One competition could be to find the next best way to advertise and market for the school. Another competition could be to do the same, but for the opposing school. For example, USC students would create ideas that would benefit UCLA and its students, and vice versa. Local business leaders and professors could serve as judges for the event.

**Green with Envy**

The world is currently experiencing a climate change crisis. Host a political cartoon drawing competition where students can use their artistic and comedic skills to help inform others about the innovation and entrepreneurship. By organizing this competition, students would be given a platform to express their opinions on the Week and stimulate students to come up with new innovative ideas to the world's problems.