



WED 2009

world entrepreneurship day

april 17th

**Official WED Video Program
& Discussion Questions**



Official WED Video Program

Educating the World on Entrepreneurship April 17th

Instructions:

Welcome to the Official World Entrepreneurship Day Video Program! By tuning in to one or all of these videos and hosting a post-discussion, it doesn't get easier to join in "world rejuvenation through entrepreneurship!"

Steps to Participate in the WED Video Program:

1. Register online - www.worldshipday.com/register. Make a note that you're participating in the Video Program. If you know which videos you or your organization will be viewing, let us know!
2. Browse through our spectacular videos below. Decide if you want to watch a video clip (1-8 minutes long) or a full length video (7 – 55 minutes long).
3. Tune in to your videos on April 17th and enjoy!
4. Following the video, host a discussion with your organization or students. Feel free to follow any structure, but we suggest the following questions:
 - a. What were your thoughts on the topic of discussion before you watched this video?
 - b. How have they changed?
 - c. How have they changed your view of the world?
 - d. Your view of entrepreneurship?
 - e. How does this apply to your own life? Or aspirations? Or company?
 - f. Did you disagree with the speaker? If so, why?
 - g. Did you enjoy the video? If not, why?
5. Have your students (or you) log in to the Videos section of our website. Find the video you watched. Share your comments with the world. See what the world has to say about it.

**Good luck! Thank you in advance for your contribution to
"World Rejuvenation through Entrepreneurship!"**

****All videos will be viewable on our website (<http://www.worldshipday.com>) by 4/9/09. There, your organization or class can discuss the video with entrepreneurs from around the world!**



Full Length Videos

"Why we do what we do, and how we can do it better" – <http://tr.im/igUG> (21:45)

➤ Tony Robbins – Anthony Robbins Companies

Description

Tony Robbins discusses the "invisible forces" that motivate everyone's actions -- and high-fives Al Gore in the front row.

"2009 is a Good Year to Be a New Graduate" - <http://tr.im/igW2> (55:39)

➤ Eric Schmidt - Google

Description

A must watch! Google Chairman and CEO Eric Schmidt knows full well that the economy is staggering, that the job market is downright ugly, and a recovery is unlikely before 2010. But he also believes 2009 is a great year when it comes to one thing: potential. In this video, Schmidt lays out the future of technology for the Stanford audience

"10 things to know before you pitch a VC for money" - <http://tr.im/igWf> (14:39)

➤ David Rose – Rose Tech Ventures

Description

Thinking startup? David S. Rose's rapid-fire TED U talk on pitching to a venture capitalist tells you the 10 things you need to know about yourself -- and prove to a VC -- before you fire up your slideshow.

"From a Nairobi slum, a tale of hope" – <http://tr.im/igUQ> (7:03)

➤ Jacqueline Novogratz - Acumen Fund

Description

Jacqueline Novogratz tells a moving story of an encounter in a Nairobi slum with Jane, a former prostitute, whose dreams of escaping poverty, of becoming a doctor and of getting married were fulfilled in an unexpected way.



Video Clips

"The Impact of Social Entrepreneurship" – <http://tr.im/igRb> (4:33)

➤ John Doerr - Kleiner Perkins Caufield & Byers

Description

Doerr talks about how Grameen Bank, started by Professor Muhammad Yunus, proved to be a creative solution to the never-ending problem of poverty for many small villages in Bangladesh. Doerr shares the story of finding this solution and the ideas behind how the bank came to be formed.

"How To Be a Venture Capitalist" - <http://tr.im/igRI> (1:19)

➤ John Doerr - Kleiner Perkins Caufield & Byers

Description

Doerr talks about how many students on the eve of graduation set their sights on becoming a venture capitalist. He believes the path to being a great venture capitalist begins with being a great entrepreneur.

"Disruptive Technologies" - <http://tr.im/igRn> (4:13)

➤ John Doerr - Kleiner Perkins Caufield & Byers

Description

Doerr gives his list of what he feels are important new disruptive technologies. His first choice is wireless and his second is services for enterprises.

"Five Biggest Mistakes that Entrepreneurs Make" - <http://tr.im/igRp> (7:56)

➤ Jerry Kaplan – Winster

Description

Jerry Kaplan, serial entrepreneur, executive, technical innovator, and author, elaborates on the five biggest mistakes that entrepreneurs make:

- 1) Having unclear goals and an unclear mission
- 2) Trying to prove that they are smart
- 3) Greed - doing it for money.
- 4) Hiring people that they like rather than people that they need.
- 5) Not knowing when to let go.

"Don't Kill Projects; Morph Them" - <http://tr.im/igRs> (2:02)

➤ Marisa Mayer – Google

Description

Repackage, rejuvenate, re-market, and re-examine those products or practices you thought would fly, and craft them a new set of wings. Vice President of Search Products & User Experience, Marissa Mayer lives by the old adage that if at first you don't succeed, try again. She pushes aspiring business thinkers to breathe new life into failed ventures, as opposed to cutting the cord.

"Ideas Come from Everywhere" - <http://tr.im/igRz> (3:09)

➤ Marisa Mayer – Google



Description

Marissa Mayer, Google's Vice President of Search Products & User Experience, believes that ideas for new products come from everywhere - every employee, every department, from both necessity and serendipity. By creating an environment where ideas can be freely exercised, like a muscle they will likely get more toned and more in tune with the organization's circulation.

"The Biggest Successes are Often Bred from Failures" <http://tr.im/igRB> (8:00)

- Randy Komisar – Kleiner Perkins Caufield & Byer

Description

According to Komisar, what distinguishes the Silicon Valley is not its successes, but the way in which it deals with failures. The Valley is about experimentation, innovation, and taking new risks. Only a small business that can deal with failure and still make money can exist in this environment. It is a model based on many, many failures and a few extraordinary successes.

"How Do You Find Your Passion and How Do You Pursue it?" - <http://tr.im/igRD> (4:29)

- Randy Komisar – Kleiner Perkins Caufield & Byer

Description

Instead of thinking about the passion, explains Komisar, free yourself to think of a portfolio of passions. Marry this portfolio with the opportunities in front of you, he says. Think of it as a quest towards which you are moving in the right direction, he adds.

"Team Dynamics" - <http://tr.im/igRF> (3:37)

- Mark Zuckerberg – Facebook

Description

Zuckerberg discusses the evolution of Facebook's founding team from a bunch of college friends to a large team of several engineers, its changing dynamics and his role as a leader in the company.

"Tips for the Entrepreneurs" - <http://tr.im/igRG> (4:31)

- Larry Page - Google

Description

Google co-founder Larry Page provides several tips for entrepreneurs. Tip 1: Just don't settle. Especially with employees, it is very important to find great people you are compatible with. Tip 2: There is a benefit from being real experts. Experience pays off. Tip 3: Have a healthy disregard for the impossible. Stretch your goals. Tip 4: It is OK to solve a hard problem. Solving hard problems is where you will get the biggest leverage. Tip 5: Don't pay attention to the VC bandwagon. Don't start a company just because you can. Instead, have a really good idea that is good regardless of the funding situation.

Google History - <http://tr.im/igT8> (2:11)

- Sergey Brin & Larry Page - Google

Description

Larry Page and co-founder Sergey Brin started Google while at Stanford working on their PhD's. When the company grew too big to be run from their dorm rooms, the founders made a pitch to a computer science professor who wrote them a \$250,000 check on the spot. By 2002, it was a company of almost 400 people, handling over 1500 million searches a day, and was profitable for over a year.



"Choose Venture Investors Carefully" – <http://tr.im/igTq> (0:53)

➤ William A. Sahlman – Harvard Business School

Description

William Sahlman, professor at Harvard Business School, suggests that when raising money, entrepreneurs should carefully select venture investors based on the quality and value of the partnership not funding terms alone. Specifically, Sahlman argues that although all VCs claim to be value-added investors, the entrepreneurs job is to find the investors who add rather than subtract value.

"Opportunity Recognition and Leveraging One's Experience" – <http://tr.im/igTY> (4:36)

➤ William A. Sahlman – Harvard Business School

Description

William Sahlman, professor at Harvard Business School, provides an example of opportunity recognition by relating the story of how John Osher, the creator of the Spin Pop, leveraged his experience into a new market--spin toothbrushes. Sahlman highlights how Osher and his team took their experience and applied it in a new setting by proactively searching to identify a gap in the current market that had potential for high profit.

"Taking Risks" – <http://tr.im/igU1> (2:29)

➤ Vinod Khosla – Khosla Ventures

Description

Launching a start-up is not a rational act. And Vinod Khosla, a partner in Kleiner, Perkins, Caufield & Byers and former Sun Microsystems CEO, believes that success only comes from those who are foolish enough to think unreasonably. Entrepreneurs need to stretch themselves beyond convention and constraint to reach something extraordinary.

"Secrets to Success" – <http://tr.im/igVb> (3:00)

➤ Richard St. John - The St. John Group

Description

Why do people succeed? Is it because they're smart? Or are they just lucky? Neither. Analyst Richard St. John condenses years of interviews into an unmissable 3-minute slideshow on the real secrets of success.