

# WED

world entrepreneurship day

April 16<sup>th</sup>, 2010

## IDEAS PACKET – JH>UNIVERSITY

"Innovation is the spark that drives the economy—and in this economy, we need innovation and entrepreneurship more than ever. We've got special days to celebrate groundhogs, ghostly pumpkins, and dead presidents—why has it taken so long to celebrate entrepreneurship?"



- DAVID POGUE,  
NY TIMES TECH COLUMNIST

- TIM DRAPER,  
DRAPER FISHER JURVETSON



The world changing heroic entrepreneurs of the world should be celebrated. We have days for a bunch of people who give a bunch of speeches. It's about time we had a special day for the people who brought us the car, the computer, the cheeseburger, the cell phone, the airplane, banking, software, email, the pill, indoor plumbing...

"The truly important advances for people of the world come from young entrepreneurs. It is not the story of humans to remain in the same place for long. We owe all the great things we have to entrepreneurs of the past and present. What would we be like if we never thought of making it better?"



- STEVE WOZNIAK,  
COFOUNDER OF APPLE

## *“The Sky is the Limit”*

On April 17<sup>th</sup>, 2009, the sky is the limit with regards to how you or your organization can choose to be involved! However, we have compiled this document with “igniting” ideas in the hope that you will come up with even better ones. Moreover, take these ideas for what you want. Modify them, accentuate them, improve them – do whatever you’d like to make World Entrepreneurship Day the most impactful, unforgettable day for you and your entrepreneurial organization.

### **:: Awareness ::**

#### **Picket!**

Have your organization brainstorm entrepreneurial quotes. Throw them on a picket. Find the most trafficked, public place on your campus or company land lot. Then picket! Make sure it’s early in the morning. People will be talking about this for months to come.

#### **Money doesn’t grow from trees (but entrepreneurs do!).**

Cut out a hundred (or however many you deem necessary!) paper letter “E’s”. Hang them from trees in the area. Then tape a sign on the tree about how entrepreneurs are fundamental to economic growth. I.e. “Did you know that entrepreneurs are responsible for 50% of GDP growth and 50% of new job creation?”<sup>1</sup>

#### **Bright Ideas**

Use Christmas lights to make the letters “WED” or spell out World Entrepreneurship Day in the window of one of your main buildings.

#### **Entrepreneurs, leave your mark!**

The night before World Entrepreneurship Day have your entire organization spread out across the campus, dressed in black clothes of course, with boxes of chalk. Go wild! Write the names of famous entrepreneurs, famous entrepreneurial quotes, “WED”, the name of your organization, or whatever you’d like! Objective: make sure not one person wakes up in the morning and doesn’t know what day it is.

#### **Redefine “POSTER”**

Objective: make sure every other organization on campus never looks at a poster the same. Make a HUGE “e” out of poster paper. Don’t write anything else on it. Just post it up, covering the entire outside wall of one of your buildings. You may also encourage your members to put up posters in their dorm windows!

### **DJ Entrepreneur**

Commandeer your campus radio station for April 17<sup>th</sup>. Invite local entrepreneurs on your radio show for interviews. Keep listeners tuned in to the WED’s activities. Give away awards. Have your listeners call in for an “entrepreneurial debate”. Discuss topics and news in the website links on the “Secret Resources” tab of WED’s homepage.

### **Did YOU know?**

Post up random, unique posters around campus that say, “Did you know...?” (insert fact about entrepreneurship) or “Could you live without (i.e.) Facebook? – Thank entrepreneurship!” If you want to get really creative, you can write these same quotes on note cards and hide them all over campus (i.e. in library books, on a toilet seat, wherever!) This is a great way to share research and spread the entrepreneurial fire on campus in a fun, highly creative and educational way.

## **:: Education ::**

### **“Bring an Entrepreneur to School”**

Help your students search out entrepreneurial mentors by inviting some of your local businesspeople to your K-12 school or college for a day... or half a day... we know entrepreneurs are busy!

### **Entrepreneurial Story time: for the kindergartener to the graduate student!**

Have an engaging reader tell the life story of a famous entrepreneur and how they became successful and made an impact in the world. Pass out popcorn and sodas.

### **Day in the Life of an Entrepreneur**

Take your organization on a field trip or have them all meet at a designated business to get a tour by an entrepreneur. Make sure to structure Q&A into the visit, so your members can get the most out of the experience.

### **Classic: Speaker Series or Conference**

Organize a speaker series or conference by connecting with entrepreneurs and eliciting their involvement at your school or company by speaking to your students or employees. We have found that entrepreneurs love to show off their companies and are more than willing to host company visits. Many times they provide meals for everyone.

### **Workshops Never Fail**

There are a multitude of workshops you can organize for your members or employees. Intrapreneurship. Resume. Capital-raising. Thriving a business during a recession. Tony Robbin's "Entrepreneurial Vision". The list goes on and on. The key is to be creative and do your homework on the content and workshop structure!

### **Day in the Life of a START-UP**

Think about all the nitty-gritty details of starting a company. Legals. Banking. Etc. Organize a "speed-dating or musical chairs" type of workshop for your students in which you invite a representative or two from your local bank, law firm, and accounting firm. Have a group of 10 students each rotate between the different "booths" to learn about the execution details of officially launching a business.

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### **Entrepreneurial Debate**

Turn up the fire! Bring up topics to your students or organization members that will elicit a heated debate. Or you might choose to invite two "brave" entrepreneurs from your community to come in and debate a topic.

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### **Your Entrepreneurial Resume**

Hold a creative workshop where your students or organization members can create a brand new resume, brainstorming the information for the following topics, and more: "why I'm brilliant", "examples of my entrepreneurial

leadership", "great ideas I've had", "amazing people I know", and "all my failures".

### **Intrapreneurship in the Corporate Setting – *give your employees an EDGE!***

As a corporate leader, being able to master the science of healthy idea flow can be quite a challenge. In today's world, the disadvantages of driving the "big corporate cruise" vs. the "small business boat" continue to add on. Make your company flexible, responsive, and entrepreneurial by training your employees to be INTRAPRENEURS.

### **Engage the Entrepreneurs of Tomorrow in the Classroom**

College students are repeatedly being told nowadays that upon graduation they will be forced to become entrepreneurs with the state of the economy. As K-12 teachers, you have the huge responsibility of teaching your students how to solve problems that *don't even exist yet!* How? Help them to think entrepreneurially. Show a video of a famous entrepreneur in class. Ask questions and get your students engaged in conversation about what it MEANS to be an entrepreneur. You can find some excellent videos at [ted.com](http://ted.com), [ecorner.stanford.edu](http://ecorner.stanford.edu), or [hbs.edu/entrepreneurs](http://hbs.edu/entrepreneurs).

## **:: Connection ::**

### **Spotlight on Entrepreneurial Advocates**

Organize breakfast, lunch, or dinners with community entrepreneurs in which select entrepreneurial students can interview and learn from these leaders. Ask them inquisitive, specific, and engaging questions about what it means to be an entrepreneur.

### **Entrepreneurial Recharge!**

Organize a "Happy Hour" with energy drinks. Accompany it with a brainstorming session or simple networking.

### **Entrepreneurial Speed-Dating**

Host a speed networking event that has entrepreneurs meeting each other for 3 minutes and then the whistle blows and every entrepreneur moves to the next person to network with for 3 minutes. This forces entrepreneurs to quickly pitch their company and identify potential ways for collaboration with each other.

### **Mentor-for-a-Day**

Match up passionate entrepreneurship students with entrepreneurs from your community. There is an unimaginable amount to be learned from the lessons of those who have already crossed your desired path.

### **Entrepreneurial Time Capsule**

If you could dig up a time capsule with items representative of entrepreneurship from ten years ago, what would be inside it? I doubt Google, Web 2.0, or Facebook! Start a tradition at your company or school in which every year you bury an entrepreneurial time capsule. Then, four years after it was buried, dig it up, and marvel at how technology is transforming the entrepreneurial world. (every four years so that each class of students has a chance to experience this)

### **Kiva Investment Party**

Gather your office friends over your house for a Kiva ([kiva.org](http://kiva.org)) Investment Party! Browse through the hundreds of third-world entrepreneurs who have no access to bank loans, discuss and debate which entrepreneur you want to help, pool your together, and change that person's life forever. (the average Kiva loan is anywhere from \$100 to \$1,000)

## :: Celebration ::

### Entrepreneurial Sleepover Party (similar to Google Tent Event)



Organize an all-night WED-closing party at your school, or for your company! You can incorporate virtually ANY of the ideas in this packet at nighttime! Plus, entrepreneurs never sleep anyway!



Marshmallows, BBQ, Entrepreneurial Storytime. Do we need any MORE reasons to stay up all night on April 17<sup>th</sup>?

### BE Your Favorite Entrepreneur for a Night

Costume parties are cool at any age! Whether you choose Steve Jobs, Donald Trump, Google guys, or Oprah Winfrey, pick an entrepreneur and put yourselves in their shoes for a night – literally!

### Pose with Your Favorite Entrepreneur

Order one of those cardboard stand ups of an entrepreneur and let all the students during passing time or all your employees on break pose and take pictures with famous entrepreneurs. For students, can we say “immediate Facebook tag??” For the employers, can’t you imagine that photo framed for all the board members to see?

### Relax! It’s only a Celebration: Dress Down on the 17<sup>th</sup>.

Silicon Valley-style. Steve Jobs style or Google Founders in their jeans and Crocs. Whatever connection you’d like to make with entrepreneurship and dressing comfy, we’ll accept, because there are never enough excuses for dress down days!

## :: Competition ::

### Back to the WHITEBOARD! Big Idea Contest

For schools, place the biggest white board (or just a large poster) in the most central and trafficked location of your school. Staff it with volunteers and

encourage passersby to write their ideas on the board. **Must market beforehand!** For companies, tag it 'brainstorming session'. Definition of brainstorming: free flow of ideas to paper. Denial of ANY ideas or thoughts during this phase of idea generation is highly discouraged. Give away a prize (by vote) for the BIGGEST and best idea.

### **Entrepreneurial Scavenger Hunt**

For colleges – engage professors, local business people, community leaders, other organizations, etc. to create an all-day long scavenger hunt through the seeking of entrepreneurial knowledge. For companies – engage other departments, even other local (non-competitor) companies and use the Scavenger Hunt as a creative way to investigate a strategic partnership!

### **Elevator Pitch Competition: What's Your BIG Idea?**

Imagine for a second, you are riding up the elevator at building in Silicon Valley and legendary investor John Doerr steps in. This is your chance; you have roughly 90 seconds (or less) to pitch your opportunity. What would you say? Would you be ready? Are you sure? Organize a competition in which students or employees pitch their BIG ideas in 90 seconds or less in front of a panel of judges. Encourage communication and networking post-competition with the judges and the competitors.

Do you have a really COOL idea?  
Let us know and we'll post it on the site!  
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