

WHY?

Why Mayors must think global

A NEW NORMAL OF DIGITAL DISRUPTION & UNCERTAINTY

- Trump, Brexit, etc....unpredictable, uncertain, lightning paced daily change
- Intensive global demand for new economic growth and job creation
- Public transparency and the rise of “information rich” grassroots communities
- End of an era of innovation defined by simple, on-demand consumer convenience apps for the more difficult process of disrupting highly regulated industries
- Early adaptors - Airbnb and Uber - just tip of iceberg for disruption of business models of traditional industries posing new issues for cities
- City and State policymakers around the world caught off guard in understanding the regulatory quandaries and policy implications of dramatic innovation



WE'RE FLYING BY
THE SEAT OF OUR
PANTS





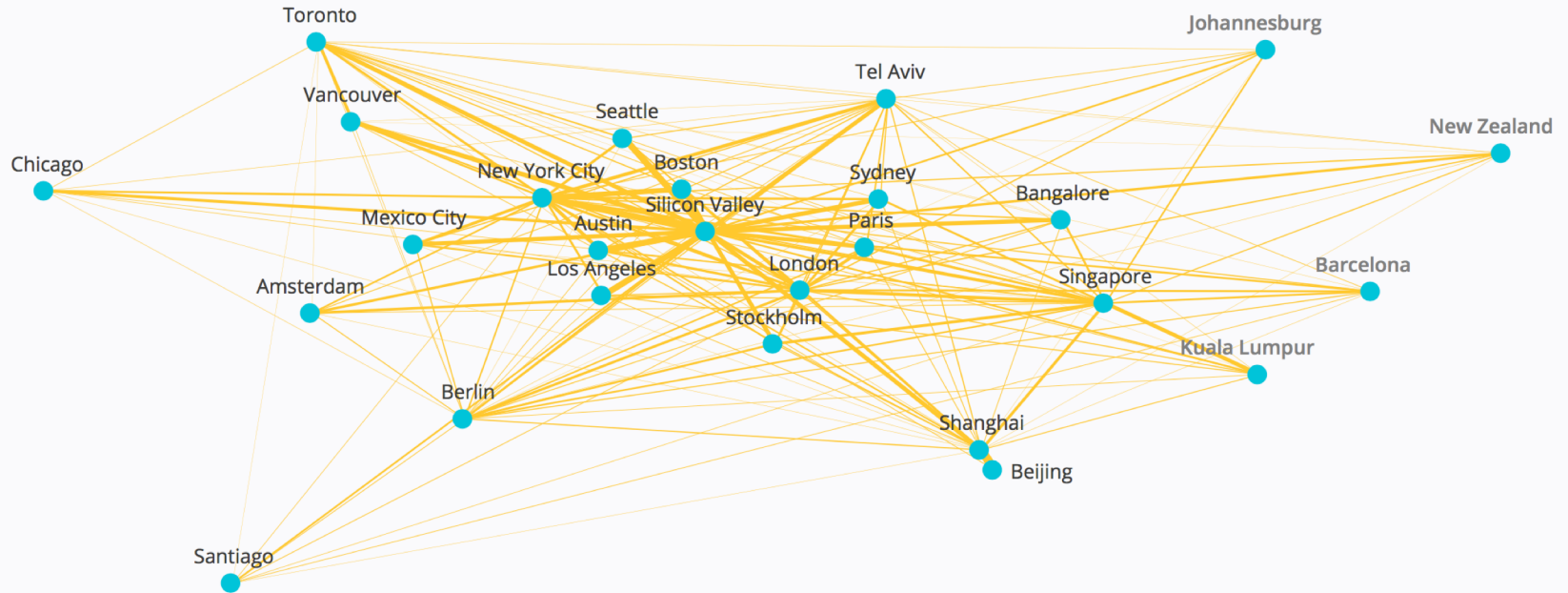
**ENTREPRENEURS RELISH
UNCERTAINTY:
They can build planes in the air**

WHY MAYORS SHOULD BE GLOBAL FOR THEIR ENTREPRENEURS

- Competitive advantage: Small is beautiful – successful national ecosystems (Singapore, Estonia, Denmark) are more nimble and responsive to change.
- Expand the pool of options and knowledge sharing by going straight to cities removing the same barriers you face
- Open doors in new markets for your most promising startups
- Startup tourism – polish your city profile as a brand appealing to innovators birthing the new – entrepreneurs love places with connections – let them help you shape your city
- Political leadership: Go global before national – leapfrog knowledge, networks, foreign investment and opportunities – e.g. Mayor of Buenos Aires tested programs at the city level, rose to national power and rolled them out globally.



GLOBAL CONNECTEDNESS



*Line thickness indicates the degree of inbound and outbound entrepreneur connections



How?

How do I get started?

GEN GLOBAL

WITH GEN COUNTRY OPERATIONS
AND PROGRAMS IN 170+ COUNTRIES

GLOBAL FORUMS + EVENTS



INSPIRATION



RESEARCH + POLICY



CONNECT
CELEBRATE
UNDERSTAND

GEN



SUPPORT



PROGRAMS + RESOURCES

	Ranking		Performance	Funding	Market Reach	Talent	Startup Experience	Growth Index
Silicon Valley	1	0	1	1	1	2	1	4.2
New York City	2	0	3	2	3	7	4	4.5
London	3	▲ 3	4	4	2	10	5	4.8
Beijing	4	NEW	2	5	19	8	2	4.4
Boston	5	▼ -1	6	6	12	4	3	4.0
Tel Aviv	6	▼ -1	9	8	4	11	7	4.5
Berlin	7	▲ 2	7	9	6	5	10	4.6
Shanghai	8	NEW	8	3	10	9	13	5.5
Los Angeles	9	▼ -6	5	7	15	14	11	4.2
Seattle	10	▼ -2	12	13	14	3	6	4.5
Paris	11	0	14	14	9	16	8	4.2
Singapore	12	▼ -2	16	16	11	1	20	4.6
Austin	13	0	15	11	18	6	9	4.3
Stockholm	14	NEW	17	20	8	18	12	5.3
Vancouver	15	▲ 3	19	19	7	15	15	4.3
Toronto	16	▲ 1	18	12	5	20	18	4.7
Sydney	17	▼ -1	20	10	13	12	17	6.3
Chicago	18	▼ -11	13	15	20	13	14	3.9
Amsterdam	19	0	10	17	17	19	16	4.8
Bangalore	20	▼ -5	11	18	16	17	19	4.7

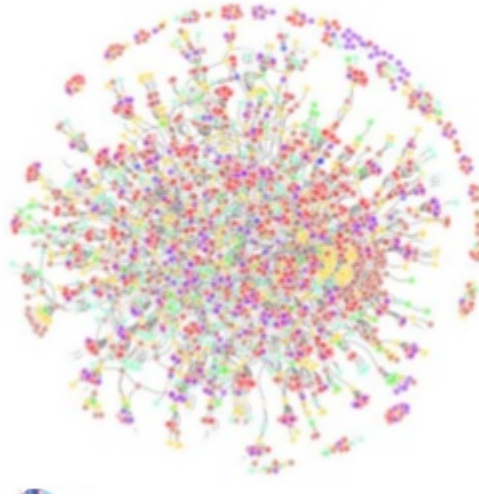
powered by the Kauffman Foundation + the Global Entrepreneurship Network



EXAMPLE: ECOSYSTEM NETWORK MAP OF TORONTO

The Network Mapping project analyzes connections among key entrepreneurship stakeholders in global cities. GERN aims to include 100 cities during the next five years. The data allows us to discover patterns of connectedness among key actors – entrepreneurs, investors, mentors and others – within particular ecosystems.

Connected Entrepreneur: Results



250 survey responses

2,940 nodes
(individuals/organizations)

4,174 edges (relationships or connections)

Provided by MaRS Data Catalyst, Toronto, Canada



SUPPORT | GLOBAL ENTERPRISE REGISTRATION



Global Enterprise Registration is an index of web portals around the world allowing online business registration or describing the business registration process. It is intended to promote the use and improvement of business registration services worldwide, by allowing easy access to existing online systems and by facilitating the exchange of experiences and best practices among governments. Global Enterprise Registration is jointly produced by UNCTAD and GEN with support from the U.S. Government





powered by the Kauffman Foundation + the Global Entrepreneurship Network



JOIN THE GLOBAL ENTREPRENEURSHIP NETWORK



Join us in Bahrain from April 15-18, 2019, to make new connections and learn about the latest programs and policies to help new firms start and scale.

Registration at GEC.CO.

Jonathan Ortman – jonathan@genglobal.org

CONNECT | GEC+



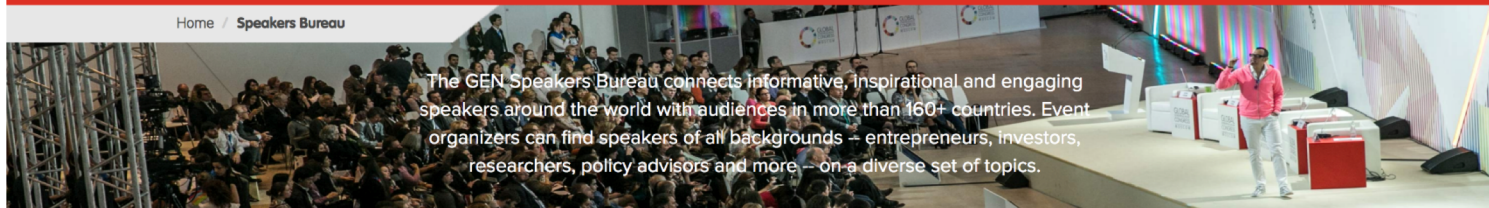
GEC+ is a deep-dive gathering of entrepreneurship experts that is focused on a particular city startup ecosystem. GEC+ events look at cities or specific topics identified in conjunction with the nation that hosts them.



GEN SPEAKERS BUREAU

› SPEAKERS BUREAU

Home / Speakers Bureau



The GEN Speakers Bureau connects informative, inspirational and engaging speakers around the world with audiences in more than 160+ countries. Event organizers can find speakers of all backgrounds – entrepreneurs, investors, researchers, policy advisors and more – on a diverse set of topics.

I am open to speaking requests

[LOGIN OR REGISTER TO LIST YOURSELF](#)

I am looking for a speaker

[LOGIN OR REGISTER TO SEARCH](#)

GEN Featured Speakers



Syed
Abdul Basit



Robert
Brand



Belinda
Doveston



Emmanuel
Gamor



Francisco
Londoño



Daizy
Maan



Matthieu
Poupard



Henrik
Scheel

powered by the Kauffman Foundation + the Global Entrepreneurship Network





GLOBAL
ENTREPRENEURSHIP
WEEK



GLOBAL
ENTREPRENEURSHIP
WEEK
USA

170

countries

35,000

events

10 million

people

1 week

#GEW2018

GEW.CO

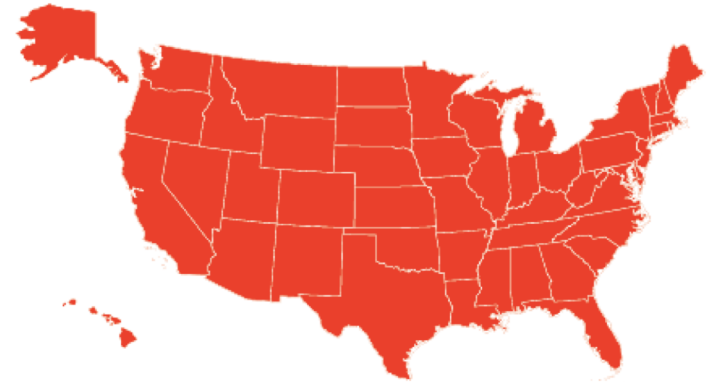
powered by the Kauffman Foundation + the Global Entrepreneurship Network



In the United States alone, nearly 5,000 events, activities and competitions are planned across all 50 states by a wide variety of organizations including: colleges and universities, entrepreneurial support organizations, government agencies, economic development groups and more.

Why do so many groups plan and conduct activities during Global Entrepreneurship Week?

Because it is a simple way to reach beyond your immediate network and connect with potential new partners, funders and members



+ 2,558 PARTNERS

+ 818,730 PARTICIPANTS

+ 4,962 EVENTS

+ EVENTS IN ALL 50 STATES AND PUERTO RICO

SAVE THE DATE: **NOV. 12-18**

powered by the Kauffman Foundation + the Global Entrepreneurship Network



Fast Facts

GEW GLOBAL

170

countries

35,000

events

10 million

people

1 week

GEW USA

2,558

partners

4,962

events

818,730

people

1 week



Why Celebrate GEW?

INSPIRE

Made possible by the Kauffman Foundation, Global Entrepreneurship Week introduces entrepreneurship and innovation to those who otherwise might not have considered it as a career path or as a way to solve real-world problems they are passionate about.

Through partner events, activities and competitions, GEW shares uplifting and informative experiences that motivate participants to take action.



Why Celebrate GEW?

CONNECT

This week provides an opportunity for individuals and organizations to connect with others and strengthen their entrepreneurship ecosystem.

GEW provides an opportunity to expand your organization's reach beyond traditional audiences and energize new partnerships or increased membership.

It also can open doors to an international audience and connect your local network to a global community.



Why Celebrate GEW?

ENGAGE

The GEW celebration empowers organizations by:

- building and reinforcing linkages for deeper engagement throughout the year between active and inspiring entrepreneurs – along with investors, mentors, corporates, community leaders, media and other startup support champions
- providing a platform for organizations to leverage their role in the local entrepreneurship ecosystem





GEN ECOSYSTEM CONNECT



Ecosystem Connect is an effort from the Global Entrepreneurship Network that is looking beyond Silicon Valley to facilitate collaboration and partnership between startup ecosystems in promising mid-tier cities.

The initiative connects local ecosystem builders and leaders around the world so that they can share knowledge, networks and markets to help their rising startups thrive – rather than watching them relocate to massive startup hubs like Berlin, London and Shanghai.

Let us know how GEN can help your ecosystem.

CONNECTING LOCAL TO GLOBAL.


CONTACT INFORMATION:


YUVAL YARDEN

Director for Ecosystem Engagement

Email: yuval@genglobal.org

 facebook.com/unleashingideas

 [#unleashingideas | #GEW2018](https://twitter.com/unleashingideas)

 [@genhq | #GEW2018](https://www.instagram.com/genhq)

powered by the Kauffman Foundation + the Global Entrepreneurship Network



INCREASED GOVERNMENT INTEREST IN ENTREPRENEURSHIP ENABLING POLICYMAKING

- **Entrepreneurs:** In an age when digital disruption is opening new opportunities in highly regulated industries, entrepreneurs have to become familiar with public policy
- **Government Engagement:** There has been explosion of government interest in new firm formation policies over the past 24 months driven by global competitiveness and a new urgency to leverage the capacity of entrepreneurs as creators of new economic value, jobs
- **An Education Strategy:** Governments increasingly see engagement by individuals in startups and startup communities as teaching -- team building, initiative, problem solving and risk mitigation
- **Role for Government at all levels:** Local, state and national government roles being more clearly defined



Global Entrepreneurship Network

POLICY CANVAS AND POLICY HACK

LEAN POLICY CANVAS

- **Drives stakeholder discussions** but provides you with ownership
- **“Build the airplane in the air”**: tweak as your run into things –
- **A simple tool**: to help you identify assumptions you’ll need to construct experiments to validate.
- **Impact those who matter to you**: Enables you to do traditional policy development with a better understanding of the landscape and greater confidence that your efforts impact those you’re most concerned about.



PROCESS

- **1. Problem / Opportunity**

What is the problem you are trying to solve, or the opportunity you are trying to realise? Try to be as specific as possible.

- **2. Beneficiaries**

Who would benefit from this policy? How? Who are the other people affected, positively or negatively from the policy?

- **3. Impact**

What is the main impact you're trying to achieve? What are the key metrics to measure that impact? What will success look like?



Process (cont.)

- **4. Interventions**

Now that you've clearly outlined what the problem is, who has that problem, and the main impact you're after, we're ready to outline the policy interventions. How will they work? What are some of the risks associated with the interventions?

- **5. Partners**

How will you deliver this policy? Will it be done directly? If you're using intermediaries, how will you engage them, and how will you get them to engage with the beneficiaries? How will it be rolled out?

- **6. Costs and resources required**

What are the cost structures associated with the proposed interventions? Are there non-financial costs that need to be considered?

- **7. Revenues and other benefits**

Will the interventions generate revenue? For whom? Are there other non-financial benefits?



GLOBAL ENTREPRENEURSHIP NETWORK



Jonathan@genglobal.org

