



PennState



CICEP

INNOVATION AND ECONOMIC PROSPERITY UNIVERSITIES
AWARDS PROGRAM

CASE
STUDY
2015

IEP CATEGORY • INNOVATION

Penn State Global Entrepreneurship Week

Global Entrepreneurship Week (GEW) is the world's largest celebration of the innovators and job creators who launch startups that bring ideas to life, drive economic growth, and expand human welfare.

INNOVATION

Although the Kauffman Foundation developed and promotes GEW, Penn State has taken the concept to a new level. Most of the global partners plan less than five events during GEW, which is held the third week in November. [Penn State GEW2014](#) offered 78 events to over 5,000 people, more than any other U.S. partner. Runner-up, Startup Seattle, held 58 events, and the Washington (State) Department of Commerce developed 52 events.

Penn State's [Entrepreneurship and Innovation Minor](#) professors support the event by inviting guest speakers to classes and opening classes to the entire community. Professors mentor competitions including [HackPSU](#), [Inc.U](#), [Ag Springboard](#), [Idea Maker Challenge](#), [mHealth](#), MDX+PSU+SU, and more. Some professors require attendance at a set number of events and require papers to reflect upon their experiences. Some professors give extra credit for attendance.

The local entrepreneurial community has also stepped up to participate in GEW by offering interviews with local CEOs and tours of their businesses, by planning events with regional experts in entrepreneurship, opening meetings to students, and attending University events. The local media participated in GEW2014 with 21 stories.

IMPACT

Penn State's initial participation in GEW was in 2009 when Penn State Small Business Development Center (SBDC) presented three events to 48 students. In 2014, the impact grew to 78 events presented to 3,751 students with faculty and 1304 community members surrounding Penn State participating. Eleven student organizations, including over 200 student volunteers, participated in presenting and organizing events in 2014.

Had it not been for events like all of these at Global Entrepreneurship Week at Penn State along with all of the opportunities I have been taking advantage of, I would still be standing at step one only having an idea instead of planning out my steps to make my



GEW2014 Showcase at New Leaf Initiative

concepts tangible businesses. If it were not for the GEW events and resources, students would not be able to have a real chance of success. In the name of Entrepreneurship.

— Frank Gray (Economics)

Global Entrepreneurship Week opened up an entire new world for me. I had won one of the categories in the kickoff event, 1000 pitches. GEW just cemented my desire of making the idea happen. All the guest lectures were fascinating. I even found out that Penn State has free small business consulting during the school year.

I would recommend attending events throughout the week. There are so many opportunities to meet someone who could help you with a new/existing idea, or network with the awesome speakers.

—Lydia Huang (Psychology)

Without my first exposure to GEW, I would have never known that I am meant to be an entrepreneur.

—Shulin Chen (Supply Chain Management/IST)



Penn State President Eric Barron and his wife Molly Barron with Penn State GEW2014 student achievers

COULD IT EXIST WITHOUT THE UNIVERSITY?

Some of the GEW partners are not university-based, but the resources available at Penn State make GEW larger, more efficient, and more dynamic at teaching budding entrepreneurs the possibilities and potential of entrepreneurship. The leadership of the President, Deans, and Vice Presidents enabled GEW to affect over 5,000 students, community members, volunteers, and faculty. The community rallied its support to show students the vibrant ecosystem that has developed in Central Pennsylvania in hopes that entrepreneurship will thrive in our community.

BARRIERS

The GEW team is establishing a fund to offer cross-disciplinary teams the opportunity to travel to competitions in other states and countries. This funding is now College-based and cross-disciplinary collaboration is difficult.

Although Penn State is within 4 hours' drive of 4 major metropolitan areas and within 4 hours by air to much of the rest of the United States, University Park is still an inconvenient destination. In 2015, the Commonwealth Campuses will join the team to connect with technology. The GEW team has partnered with Penn State's [World in Conversation](#) to use their technology to extend the MDX+PSU+SU Seminar to 10 Eurasian universities.

WHY SHOULD PEOPLE CARE ABOUT THIS?

Penn State is uniquely positioned to accelerate the transfer of new ideas into useful products and processes that encompass a broad range of industries. We have the entrepreneurial students; we have innovative faculty, and we have the business mentors to advance fledgling ideas. By leveraging our size and broad research strengths, Penn State will be a driver for job creation, economic development, and student career success. It also will allow us to train students at the cutting edge and place students in those emerging fields and job opportunities. This is what it means to be a public university that combines excellence in teaching, research, and service. It also strengthens our land-grant mission, making it more relevant and able to improve the quality of life for everyone in the Commonwealth, and society in general.

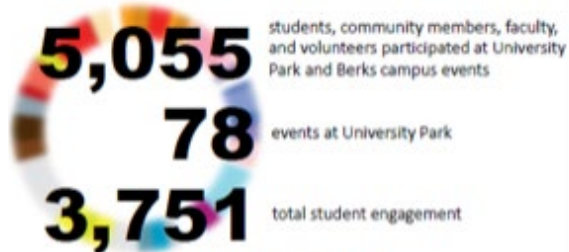
—President Eric Barron

GEW is one cog in the entrepreneurship and economic driver at Penn State.

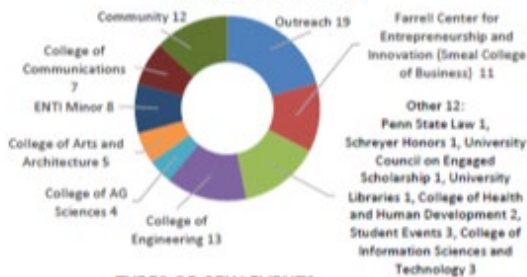
GLOBAL ENTREPRENEURSHIP WEEK AT PENN STATE



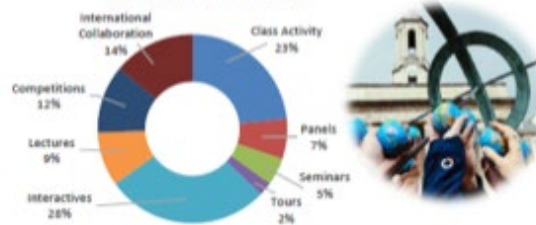
In 2014, Penn State's GEW became the largest in the nation. Global Entrepreneurship Week (GEW) features a series of events for students and community members interested in entrepreneurship. The Penn State Small Business Development Center (SBDC) established Penn State's GEW in 2009, and it continues to grow.



PENN STATE EVENTS



TYPES OF GEW EVENTS



STUDENT OUTCOMES

Empowering and shaping students, future job creation, and economic growth.



"Serving on the student entrepreneur and the women's entrepreneurship panels for GEW helped me motivate others to pursue their entrepreneurial ambitions and learn from others who are like-minded."
Taylor Mitchem,
Mining Engineering



"GEW was a unique opportunity to connect and interact with peers and professors alike who are like-minded and passionate about entrepreneurship. It was validating, encouraging, and empowering."
Paul Girgis,
Biobehavioral Health



"I truly believe my two year involvement with GEW shaped who I am as a student and young professional."
Amelia Friedrichs,
Public Relations