Global Entrepreneurship Week is the largest celebration of innovators and entrepreneurs in the world. Sponsored by the Kauffman Foundation, over 130 countries participate in Global Entrepreneurship Week each year. Through various programs and events held by businesses, organizations, and academic institutions, GEW week stimulates entrepreneurial spirit – inspiring people to create their own startup companies and giving existing entrepreneurs an opportunity to share their expertise.

The 2013 celebration kicks off on November 18. Northeastern will participate with a number of interactive events hosted by the Northeastern University Center for Entrepreneurship Education. Global Entrepreneurship Week provides us with a wonderful opportunity to showcase our work here at Northeastern. Each day will be organized around the three steps for stimulating entrepreneurial activity – educate, incubate, and launch.

**Discover entrepreneurship at Global E-Week**

northeastern.edu/eweek

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**EDUCATE**

November 18

At Northeastern, education starts in the classroom, but extends far beyond. Monday’s events will highlight the range of programs Northeastern offers to educate entrepreneurs through instruction and experiential education, providing them with the pragmatic skills and business acumen, and readying them to incubate and launch ventures.

**INCUBATE**

November 19

Educating entrepreneurs is only the beginning. At Northeastern, we encourage our entrepreneurs to create new ventures. We provide them with all the necessary support and resources right on campus. We empower students to take leadership roles and gain real-world experience by coaching and mentoring their peers and alumni.

**LAUNCH**

November 20

Wednesday’s events showcase the programs and resources that are available to entrepreneurs to help launch and grow their companies. From building a professional network, to securing funding and business services, Northeastern provides ventures and entrepreneurs with the tools they need to make their companies a success.
Student – Faculty Partnerships for Entrepreneurship
1:00pm - 3:00pm
Raytheon Amphitheater at Egan Research Center

Students and faculty from across campus will present the origins and development of new ventures that they have created together. These ventures start in classrooms and research labs, where professors and students work together to envision new things and create prototypes. These relationships endured over time and led to the creation of exciting companies.

Moderator
Marc Meyer, NUCEE

Panelists
Mark Sivak, College of Arts, Media and Design
Richard Ranky, 3-Spark
Vince Harris, College of Engineering
Scott Gillette, Center for Microwave Magnetic Materials and Integrated Circuits
Shashi Murthy, Sherman Center for Engineering Entrepreneurship Education
Sean Kevlahan, Quad Technologies
Tim Spittle, Root Capital
Dennis Shaughnessy, Social Enterprise Institute

Careers in Entrepreneurship
3:30pm - 5:00pm
Raytheon Amphitheater at Egan Research Center

Inspired to innovate? Seeking a start-up? Join us for an interactive discussion with a panel of entrepreneurs, students, and alumni whose careers incorporate making their mark at a start-up. Learn about the credentials, traits, and dynamics required for a successful working relationship and how to accelerate yourself as a strong candidate to employment in a fast-paced, growth-oriented venture.

Moderator
Esther Chewning, Assistant Cooperative Education Faculty, Entrepreneurship

Panelists
Christopher Wolfel, Yesware
Dan Belcher, Stackdriver
Michael Hans, DataXu
Rani Wise, Pure Solutions
Richard Hawks, Guided Surgery Solutions

The Early Days of Starting New Ventures
1:30pm - 3:00pm
Raytheon Amphitheater at Egan Research Center

The secret to starting a business is starting a business! A panel of entrepreneurs and investors who have been involved with building successful ventures will discuss and respond to questions about the challenges of incubating early stage ventures. Who should serve on the management team? Who should have equity? How do we fund and develop prototypes? We will address all these and many more challenges that entrepreneurs face in the early days of a new venture.

Moderator
Dan Gregory, Co-Director, NUCEE

Panelists
Greg Skloot, Attendware
John Cullinane, Cullinane Group
Rich Corley, EMC
Roy Liu, Hercules Technology

Student-Led Entrepreneurship at NU
3:30pm - 5:30pm
Raytheon Amphitheater at Egan Research Center

Northeastern University has gained a national reputation for encouraging student-led initiatives designed to support entrepreneurship and the development of student and alumni/ae ventures. Panelists from student-led organizations across campus will speak about their leadership experiences. They will explain how to get involved and encourage the audience to take some initiative in building these exciting groups. There are many opportunities for students across campus to get involved and gain critical leadership experience in these groups. University and faculty and administrators will learn how some of the higher profile student-led organizations were built and how they sustain themselves.

Moderator
Gordon Adomdza, D’Amore-McKim School of Business

Panelists
Alan Guichard, Northeastern Law School
Casey Hogan, Entrepreneurs Club
Joey Lafyatis, Greenline Records
Laura Marelic, College of Arts, Media and Design
Max Kaye, CEO, IDEA

Celebrate Northeastern’s Legacy of Entrepreneurship
6:30pm - 9:00pm
Northeastern Alumni Center, 716 Columbus Avenue, 6th Floor

Northeastern University has one of the most unique and productive centers of entrepreneurial activity in the world. Join distinguished alumni and entrepreneurs from across the generations at a reception to celebrate this legacy.

Featured Speaker
Richard D’Amore, DMSB’76
Co-Founder and Partner, Northbridge Venture Partners
with introductory remarks by Stephen Director, Provost

Husky Startup Challenge – Demo Day
6:30pm - 9:00pm
Curry Student Center Ballroom

Demo Day is the showcase event of the Husky Startup Challenge where entrepreneurs across the university unveil their businesses, products, and services to the world! Come see the future of entrepreneurship in Northeastern at Demo Day!

The Husky Startup Challenge is a semester long program that teaches students and alumni how to take an idea and turn it into a real business. Demo Day is the final event of the program where rising entrepreneurs can show off their products and services to the Northeastern community, press, and investors.
States For Licensing Intellectual Property

Curry Student Center Ballroom

2:00pm - 3:30pm

The Center for Research Innovation at Northeastern protects and commercializes the University’s inventions via licenses and support of entrepreneurial spin-outs. Center staff will describe strategies for licensing university Intellectual property from Northeastern and other universities. What should entrepreneurs and companies expect in the way of process and overall terms? How does the profitability of a licensee’s market segment affect average royalty rates? What support can spin-outs expect from the CRI and other Technology Licensing Offices? How is licensing technology from a University contrasted with licensing from a corporation? Guest panelists from the legal and financial community who have worked with successful spin-outs will also describe what they look for in both the IP and the deal itself.

Moderator
Joel Bresler, Center for Research Innovation

Panelists
Bret Siarkowski, CaseNet
Omar Amirana, Allied Minds
Peter Weinstein, One3 IP Management
Tracey Dodenhoff, Center for Research Innovation

The Power of Mentoring: Inside the Mentor / Venture Experience at Northeastern

4:00pm - 5:30pm

Curry Student Center Ballroom

Join us to hear about the valuable effects of mentoring from the mentor’s side and the ventures’ experiences. Learn more about mentoring programs at Northeastern from the Health Sciences Entrepreneurs and IDEA program. Alumni, students, faculty and friends are invited!

Moderator
Terry Fulmer, PhD, RN, FAAN, Dean, Bouvé College of Health Sciences

Special Keynote Address
Bradley Waugh, CEO and President, Tunstall Americas

Northeastern Ventures and Mentors
Zephyr Energy with Founder Thomas Olsen, E ’11 and mentor Bret Siarkowski, E ’87
Presskit.to -Indie Ambassador with Co-Founder Chris Cave, CAMD ’08 and Ben Maitland-Lewis, Berklee College of Music ’06 with mentor Greg Dalle-Molle, DMSB ’05
CleriCare with Co-Founder Eugene Khazan E ’01 and mentor Christopher Ford, DMSB ’73

Closing Remarks
Joseph Fleming, P’70, MS’71 Chairman Health Science Entrepreneurs

Mentor Reception - 5:30pm - 6:30pm

NEXPO and The Northeastern Entrepreneurship Pavilion

6:30pm - 9:00pm

Cabot Cage

NEXPO is a trade show of IDEA’s top ventures from all industries and stages. Attendees will be able to meet the entrepreneurs, learn about their services and demo their products as well as meet the IDEA Management Team. In addition to these exciting companies, NEXPO will also feature the Northeastern Entrepreneurship Pavilion which will showcase the many resources the university offers its entrepreneurs.

Whether you’re a student who is curious about starting your own company or an industry professional looking to share your experience with others, we look forward to seeing you on the Expo floor!