A New Beginning

ENTREPRENEURSHIP & BUSINESS INNOVATION

*"**Entrepreneurship…** an area where we can learn from each other…where men and women can take a chance on a dream."*

– US President Barak Obama

Host Cities:

Washington, DC, USA

Phoenix, Arizona, USA

San Francisco, California, USA

New York, New York, USA

Program Dates: 20 September – 8 October 2010

Announced by President Obama at the Presidential Summit on Entrepreneurship in May, this groundbreaking US State Department program is designed as a professional exchange experience for 30 leading entrepreneurs from 30 different countries. These delegates will engage in a three-week program of educational experiences, peer-to-peer sharing, cultural engagement, mentoring and long-term relationship-building with each other and with leading American entrepreneurs, business executives, government officials and leaders from civil society.

The initiative is a partnership between the US State Department and two private-sector organizations active in promoting cross-cultural understanding and entrepreneurship: **Business for Diplomatic Action** (BDA) and the **Entrepreneurs' Organization** (EO).

Program Goals and Objectives

- **To create** a dynamic learning environment and peer-to-peer networking opportunities for sharing innovative entrepreneurial business strategies and best practices.
- **To explore** the variety of ways by which successful entrepreneurs and innovators serve a wide range of market niches.
- **To expand** the understanding of how partnerships can link capital, business development services and market access— thus enabling entrepreneurs to build high-growth and high-impact ventures.
- **To build** lasting relationships that will continue to encourage and facilitate the sharing of best practices and experiences on an ongoing basis after the program's completion.
- **To introduce** how the US approaches social entrepreneurship.

The Program Includes

- **A proven educational curriculum** delivered through EO's Accelerator program in four full-day segments. This educational component helps entrepreneurs build their businesses by enhancing their skill sets in *strategy, human resources, sales, marketing and finance.*
- **Mentorship and peer-to-peer connections** between the delegates and many leading American entrepreneurs of similar industry, life stage and entrepreneurial experience.
- **Professional encounters** enabling the delegates to engage with accomplished U.S. entrepreneurs and business leaders, high-level government officials and other business development stakeholders.
- **Joint events with local EO chapters and BDA supporters**, including more than 100 EO members in each city. These events will create additional opportunities for networking, cultural exchange and business experience sharing.

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The Delegates

US embassies in 30 countries have selected high-growth, high-potential entrepreneurs who are committed to growing their businesses and creating new employment opportunities in their communities. Selected delegates have all demonstrated high levels of interest in creativity and innovation. They are forward-thinking, open to new ideas and keenly interested in establishing and expanding business relationships with colleagues and peers in the United States.

Participating countries include:

Albania	Gambia	Pakistan
Algeria	India	Qatar
Austria	Indonesia	South Africa
Bahrain	Israel	Spain
Bangladesh	Kenya	Sweden
Belgium	Macedonia	Syria
Brunei	Malaysia	Trinidad and Tobago
Chad	Mauritania	Tunisia
Egypt	Netherlands	Uganda
France	Niger	Yemen

Sponsorship Opportunities

Benefactor Program Sponsor – One leading title sponsor will be selected to be included in all marketing and public relations efforts leading up to, during and following the three-week program. *Sponsorship cost: US$40,000*

Patron Local Event Sponsor – In each city, two local event sponsors will be added to all marketing materials for the event, and included in the media events being held in that city. *Sponsorship cost: US$10,000*

EO Accelerator Engagement

Accelerator

an Entrepreneurs' Organization program

A special invitation is being extended to EO Accelerator members who will be invited to apply to participate in this US State Department program, based on the individual's proven track record as a leading entrepreneur, interest in cross-cultural exchange and learning and best-practice sharing. *Space is limited and will be determined per city.* EO Accelerator participation will be user-paid (travel plus meals) and will include all EO- and BDA-hosted portions of the program.

BUSINESS FOR DIPLOMATIC ACTION

A New Brand of American Diplomacy

Business for Diplomatic Action (www.businessfordiplomaticaction.org) is a non-partisan, non-profit organization that enlists the American business community in public diplomacy programs that build new bridges of understanding and respect between Americans and people from other countries. BDA is the leading representative of the US business community for public-private partnerships in this area.

EO | Entrepreneurs' Organization

Entrepreneurs' Organization (www.eonetwork.org) is a dynamic, global network of more than 7,500 business owners in 38 countries—a catalyst that enables entrepreneurs to learn and grow from each other, leading to greater business success and an enriched personal life. EO's proprietary Accelerator content and facilitation processes will be used as the program's educational components, and EO's network will be leveraged to create connections between the delegates and EO's global community of entrepreneurs.

World Learning

The program's overall planning and logistics are being administered by **World Learning** (www.worldlearning.org), a non-profit organization that works globally to enhance the capacity of individuals, institutions and communities. Through its International Development and Exchange Programs, World Learning undertakes community-driven projects that bridge cultures and transform lives.