Global Entrepreneurship Week 2010
November 15 – 19, 2010

Monday, November 15

• One Red Paper Clip (Co-hosted by Drexel Entrepreneurship Association and LeBow College of Business Undergraduate Career Services)
  5:00 PM - 7:00 PM
  Paul Peck Alumni Center, 3142 Market Street

  The Red Paperclip Challenge, gets inspiration from the story of Kyle MacDonald. Kyle was able to create value out of seemingly nothing. Kyle went on a mission and posted on ebay that he would trade one red paperclip for anything non-monetary to eventually trade up to a house. He was able to accomplish his goal in 14 trades.

  The DEA and LeBow College are proud to host Kyle as he shares his inspirational and motivational story with Drexel University Students. The event will feature his experiences and lessons learned from his incredible journey. This is a great lesson in how anyone can create opportunity for themselves.

Tuesday, November 16

• Entrepreneurial Skills Workshop – “Creativity at Work”

  Workshop Leader: Rebecca Weidensaul, Ph.D., Associate Director of Athletics, Academic Services, Drexel University
  5 - 7 pm
  Laurence A. Baiada Center for Entrepreneurship, 3225 Arch Street, Ground Floor

  Through creativity and action, entrepreneurs develop innovative solutions and bring products and services to market. Creativity is the spark that leads to the fires of innovation.

  Attend this workshop to gain an understanding of the characteristics of creative people, learn tools & techniques to foster creative behavior and build environments that support creativity, and reflect on what to expect with the creative process.

  Rebecca Weidensaul, winner of the 2006 “ACA Creativity @ Work” E. Paul Torrance Graduate Student Research Award, exemplifies and promotes the deliberate use of applied creativity in the field of intercollegiate athletics. Weidensaul oversees the academic progress of over 400 student-athletes at Drexel University. She has presented and served as a panelist at a number of regional and national conferences and is a graduate of Gettysburg College and completed her Ph.D. in Educational Leadership Development and Learning Technologies at Drexel. Her research focus is “Creativity as a Life Skill”.

Wednesday, November 17

• SLA Individualized Learning Program
  High school students from the Science Leadership Academy meet with the Baiada Center’s team of mentors to develop business concepts.

• WordPress 102: Marketing (Final Class of a 4 Week Series)
  Instructor: Marc Beneteau, founder, WordPress Academy (http://wordpressacademy.biz)
  This course expands on WordPress 101: Web Design, and will show you how to get traffic, leads and sales from your site.

Thursday, November 18

• 2010 Global Entrepreneurship Week Pitch Competition for Undergrads – Presentation Day
  co-hosted with the Drexel Entrepreneur Association - OPEN TO ALL DREXEL UNDERGRADUATE STUDENTS

  The GEW competition is designed to invite participation by a large number of undergraduate students from across all schools at Drexel, including those who are not currently in the entrepreneurial curriculum. No prior business plan writing experience is required. Submit your Entrepreneur Showcase paper by November 9, 2010. Competing students will present their concept in a 2-3 minute pitch on November 18, 2010. Cash prizes will be awarded!

For more information visit www.lebow.drexel.edu/baiadacenter or contact Terri McIlhenney at terrim@drexel.edu.

Laurence A. Baiada Center for Entrepreneurship, 3225 Arch Street, Ground Floor, 215-895-0300

October 2010