

## Global Entrepreneurship Week - UW-Madison Events

November 14-19, 2011

**Join entrepreneurs from over 120 different countries in 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.**

### Innovate N' Caffeinate Kick-Off

**Monday, November 14<sup>th</sup>, 1pm-4pm in the Entrepreneurs' Resource Clinic at the Wisconsin Institutes for Discovery**

Innovate N' Caffeinate is a new social opportunity for anyone interested in entrepreneurship, new ventures or developing projects. Stop by the Entrepreneurs' Resource Clinic to jump-start your week by networking with other innovators and creative thinkers in a casual atmosphere with free coffee and cookies to fuel your ideas. Learn about 'Google Places' with our featured sponsor, Google!

### Entrepreneurial Deli

**Tuesday, November 15<sup>th</sup>, 6pm-8pm in the Entrepreneurs' Resource Clinic at the Wisconsin Institutes for Discovery**

This interactive "grab n' go" event hosts "visiting chef" entrepreneurs who have cooked up big business and will share the "secret sauce" of their ventures. Topics: prototyping, legal issues, the entrepreneurship community & peer networking, finding funding, finding space, public relations & marketing. Partners: Capital Entrepreneurs & Madison MAGNET. Sponsor: Intense Engineering.

### Wiscontrepreneur Whiteboard Challenge

**Wednesday, November 16<sup>th</sup>, 6:30pm -9pm in the Entrepreneurs' Resource Clinic at the Wisconsin Institutes for Discovery**

How would you pitch a new idea with only five minutes and a whiteboard? UW-Madison students are invited to compete for cash prizes of up to \$300 at this inaugural event. Individuals/teams can register to compete online ([go.wisc.edu/byltu5](http://go.wisc.edu/byltu5)) by 8pm November 13<sup>th</sup>; 10 finalists will compete on November 16<sup>th</sup>; a panel of local business leaders will judge the competition. Sponsored by 5NINES and Anton Kapela.

### Gilson Bootstrapping Series: The Business Model Canvas

*Celebrating the MERLIN Mentors 3<sup>rd</sup> Anniversary*

**Thursday, November 17<sup>th</sup>, 5pm-7pm in the Wisconsin Institutes for Discovery Town Center**

The Business Plan Model Canvas is a business tool developed in an open source co-creation format. Mark Huber and Susan Carlson, organizers with Startup Accelerator, lead an exploration of this new approach to market and business analytics. Hear commentary from entrepreneurs at 94Labs who have used the canvas. An informal reception will immediately follow.

### Environmental Innovation Past & Future

**Friday, November 18<sup>th</sup>, 9am-11am at the Wisconsin Historical Museum on the Capitol Square**

A morning of storytelling and vision with a visit to the new Wisconsin Innovations exhibit. Featuring Judith Albert of the NRDC and Environmental Entrepreneurs with Dave Driscoll, Business & Technology Curator of the Wisconsin State Historical Society. Limit 50, pre-register: [go.wisc.edu/57h430](http://go.wisc.edu/57h430). Afterwards join Judith Albert at the CleanTech Thought Leaders Community Forum at noon in Grainger Hall.

### Startup Accelerator "Unconference"

**Saturday, November 19<sup>th</sup>, 9am-4pm at the Entrepreneurs' Resource Clinic at the Wisconsin Institutes for Discovery**

Startup Accelerator is active-networking focused on connecting people through collaborative education sessions, open and social networking and matching your needs to professionals and experts with the information that can help with your project or business. For professionals, engineers, people starting or improving businesses, people on a mission...register at [www.startupaccelerator.org](http://www.startupaccelerator.org).

**For more information visit [www.wiscontrepreneur.org](http://www.wiscontrepreneur.org)**

Wiscontrepreneur is a program of the UW-Madison Office of Corporate Relations