



A full seven days of innovation celebration and entrepreneurial inspiration came to Lexington during the second annual **Lexington Global Entrepreneurship Week (GEW)** November 12-18. This week featured a formal kickoff event and new start-up recognition; business model generation and marketing and branding workshops; the *Stand Up for Your Start-Up Pitch Competition*; Geeks Night Out; Lexington Venture Club, Start-Up Weekend and much more. Close to **400** people participated in the weeklong event. The week of events were sponsored by **The Bluegrass Business Development Partnership** and organized by the **Lexington Innovation & Commercialization Center**, which is a part of the Kentucky Innovation Network and **the Bluegrass Small Business Development Center**, both of which a part of the University of Kentucky.

About GEW

Lexington GEW is part of a world-wide celebration of innovators and job creators, who launch startups that bring ideas to life, drive economic growth and expand human welfare. During one week each November, more than 120 countries world-wide host events designed to help aspiring entrepreneurs spot opportunities, take risks, solve problems, build connections, etc.

Here is a quick synopsis of Lexington GEW week:

- **Lexington Global Entrepreneurship Week Kickoff** was held at Commerce Lexington, announcing the relocation, since April, of five new high-start-ups to Lexington from RI, OH, TX and IL. The companies announced were:
 - Biomedical Development Corporation
 - Innovative Energy Solutions
 - Invenio Therapeutics
 - Minerva Systems and Technologies
 - TeleHealth Holdings
- **Stand Up For Your Start-Up Pitch Competition** was held at Commerce Lexington. Eleven teams from the Bluegrass Region made five-minute presentation about their company or start-up idea and to a panel of experts. The winner Smart Farm Systems won the competition and received the **Dick Furst** award of \$1,000.
- **Geeks Night Out** was held at Natasha's Bistro where over 64 entrepreneurs had a great time of networking at one of Lexington's hippest downtown establishments!
- **Workshop "Marketing-Branding"** was presented by Bullhorn Creative. The group discussed why it's never too early to start thinking about what your brand will look like. During this session the participants looked at how to define and build their brand and the importance of their brand. The discussion and networking continued at the West 6th Brewery.
- **Workshop "Business Model Canvas"** was presented by Nick Such. The group explored the Business Model Canvas through well-known examples, like Apple's iPod and the Keurig coffee maker, and then participants received firsthand experience on how to use the model canvas methodology by diving into their own business models. Participants received a free copy of Business Model Generation book co-authored by Alexander Osterwalder.
- **Student Meet-Up** was held between UK Students and Ben Casnocha during which the author of *My Start-Up Life* and co-author of *The Start-Up of You* talked about starting his first company at age 12. Ben also led the students





in a discussion of what it takes to be a successful young entrepreneur. All students received an autographed copy of Ben's book.

- **Lexington Venture Cub** members had an opportunity to hear pitches from two of the region's up and coming start-up companies and to also hear an inspiring presentation by Ben Casnocha, based on the New York Times best seller *The Start-Up of You* which Ben co-authored with Reid Hoffman the founder of LinkedIn.
- **Start-Up Weekend** – produced by Awesome Inc., capped the week's events. Sixty-eight participants and nine teams competed in this exciting event with GiftPool declared the winner.

The Bluegrass Business Development Partnership, including the Lexington-Fayette Urban County Government, the University of Kentucky and Commerce Lexington, is supporting GEW in Lexington for the second year in a row. GEW is organized by the Lexington Innovation & Commercialization Center, a part of the Kentucky Innovation Network, and the Bluegrass Small Business Development Center, both of which are a part of the University of Kentucky.

