

U.S. DEPARTMENT OF STATE

# Global Entrepreneurship Program

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Partner Package



1/4/2011

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## **Global Entrepreneurship Program (GEP)**

The Global Entrepreneurship Program (GEP) is the U.S. government-led effort to promote and spur entrepreneurship around the world. Acting through embassies and missions, the GEP has a unique ability to play the role of catalyzer, coordinator and convener. GEP leverages this ability to marshal partners, including NGOs, universities, foundations and companies, around six key areas that are essential to creating a successful entrepreneurial ecosystem. Organizations that want to increase their impact, improve their networks in-country with like-minded organizations and who share the GEP view of a multi-pronged, holistic approach to entrepreneurship promotion, should consider becoming part of this initiative.

### **Why Entrepreneurship?**

Entrepreneurs have the imagination to see a new product, process or service, and the ability to make it happen. They are the engines of economic growth and job creation; which in turn, are the underpinnings of political stability and the growth of civil society. Entrepreneurship empowers women and youth, highlights the importance of education, science and technology, and provides new economic opportunities for investors and established businesses.

While promoting entrepreneurship has long been a part of U.S. economic development assistance, encouraging entrepreneurship is new as a primary plank of U.S. foreign economic policy. This focus on entrepreneurship was first announced in President Obama's June 2009 Cairo Speech on "New Beginnings and Global Engagement" and amplified through the Presidential Summit on Entrepreneurship hosted by the Secretary of State, in April 2010.

### **Program Objectives and Content**

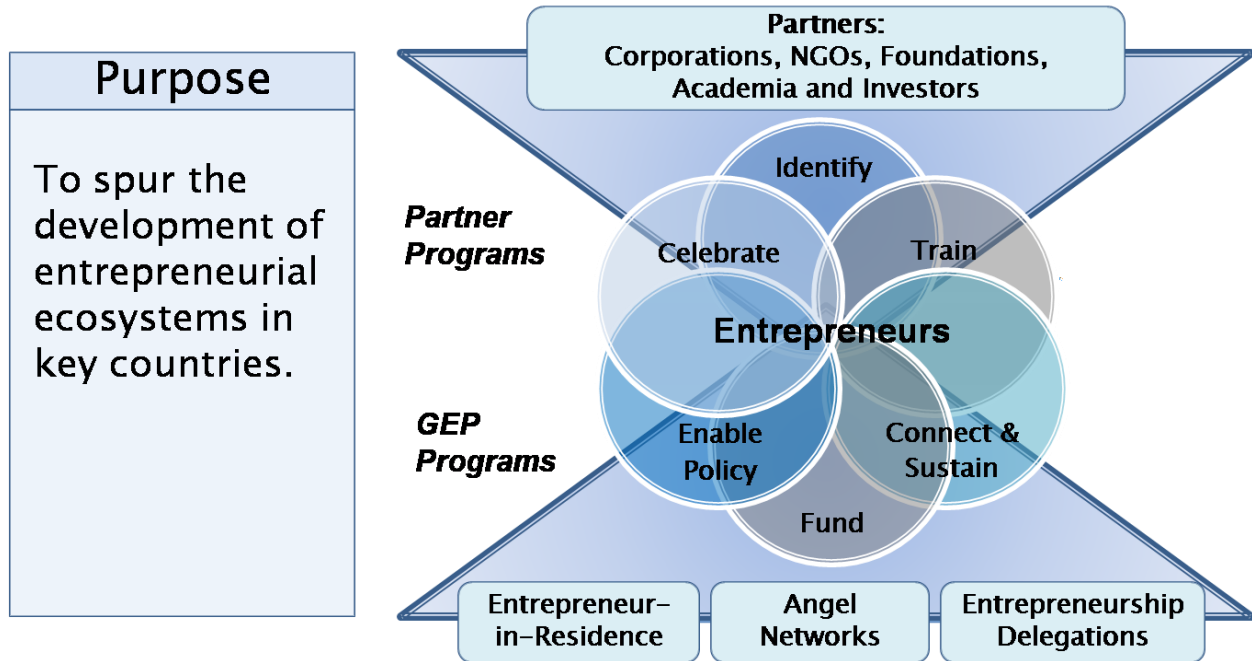
The GEP consists of two key areas:

1. Enlisting and coordinating non-government partners such as NGOs, universities, foundations, specialized service providers, corporations and investors – from both the United States and host countries – around the six principal GEP areas of activity to spur and sustain entrepreneurship in target countries; and,
2. Leveraging existing U.S. government programs already supporting these same six areas of entrepreneurship.

While the GEP is not a new source of funding for entrepreneurship promotion, it is about marshalling the resources of partners and existing U.S. government programs to create opportunities and networks essential to a functioning entrepreneurial culture. Led by U.S. Embassies in each host country, the program focuses on local implementation with the Washington-based inter-agency GEP team functioning as catalyst and consultant.

The GEP will ensure that there is a coordinated, holistic approach that encompasses the six primary areas of support required to boost entrepreneurship (see Figure 1).

**Figure 1: GEP Illustrated**



These six areas include:

1. **Identify** experienced and potential entrepreneurs through in-country relationships with schools, colleges, science and technology institutes, civic organizations, business associations, and State Department Science Envoys, both in capital cities and outlying areas of host countries.

Entrepreneurs are sought from any and all aspects of endeavor, including “no tech and low tech” businesses (agriculture, handicrafts, tourism, consumer products and services) as well as “high tech” (ICT) businesses. Social entrepreneurs are also included, as long as they are building self-sustaining organizations and provide and/or create high-quality jobs.

2. **Train** entrepreneurs through co-sponsoring in-country and U.S. training programs varying in length from two-week boot camps to multi-month immersion programs.
3. **Connect and sustain** by encouraging the development of networking, mentoring, incubating, and accelerator programs in addition to coordinating entrepreneurship missions in-country, regionally, and with U.S. mentors. Provide ongoing support to entrepreneurs as they build their businesses.

4. **Fund** by connecting private sources of finance to potential entrepreneurs in an effort to provide or increase seed funding for start-up ventures, including the creation of Angel Investor networks. This also includes coordinating funding efforts of multiple U.S. government agencies (OPIC, USAID, SBA) and maximizing partners and U.S. government programs that provide mentorship to entrepreneurs so they can develop their capital funding strategies and hone their presentation and business planning skills.
5. **Enable** policy by improving the entrepreneurship environment in partner countries, which will combine U.S. diplomatic advocacy and foreign assistance to support countries' efforts to identify and reform financial, legal, policy, and regulatory impediments to private sector development and entrepreneurs' access to early-stage capital.
6. **Celebrate** the accomplishments of local entrepreneurs through follow-on regional conferences, speaking tours, web profiles, webinars on the missions' websites, and documentaries about the entrepreneurial experience (both successes and failures to give a realistic sense of the usually bumpy road entrepreneurs must travel).

## **Focus Countries**

The GEP will be initially rolled out in fifteen focus countries. They have been selected based on three main criteria:

1. Foreign policy importance to the United States.
2. How close is a country to the entrepreneurial "tipping point": The conditions needed to support vibrant entrepreneurial activity may not be fully established, but countries should offer or be making significant progress on critical factors such as:
  - Political stability and reasonable security of movement;
  - Reasonable road, rail, air, water, and energy infrastructure;
  - Supportive business enabling environment, including at least basic intellectual property protections, commercial judicial infrastructure, national regulatory and consumer protection mechanisms; or demonstrated commitment to pursue enabling environment reforms;
  - Availability of commercial, economic and financial data to measure success.
3. Level of commitment by U.S. diplomatic missions abroad: Because the GEP is implemented on a country basis through U.S. missions, the level of commitment by each mission in terms of resources (both funding and staff) to launch their own GEP program, is critical. Commitment is measured by both human and financial resources a post is prepared to devote to this effort.

## **Notional List of Focus Countries**

- |  |                             |                  |
|--|-----------------------------|------------------|
| 1. Algeria   | 6. Lebanon                  | 11. Peru         |
| 2. Egypt ( <i>1<sup>st</sup> pilot country</i> )     | 7. Mexico                   | 12. Philippines  |
| 3. Haiti   | 8. Morocco                  | 13. Rwanda       |
| 4. Jordan  | 9. Pakistan                 | 14. South Africa |
| 5. Indonesia ( <i>2<sup>nd</sup> pilot country</i> ) | 10. Palestinian Territories | 15. Turkey       |

## **Entrepreneurship Programs for Any Country**

In addition to the Focus Countries above, it is hoped that many of the specific entrepreneurship programs will be of interest to U.S. missions in a much larger number of countries. GEP will seek to work with as many interested posts as possible to consult and provide introductions to an evolving list of GEP programs and partners.

## **Measuring Success**

The basic measure of success for the GEP will be the number of new partners from all five categories who are brought in to a country. Since “raising the level of resources” around spurring entrepreneurship GEP’s key goals and relatively unique to this effort, this is logically the best yardstick by which to judge its success. Of course, in turn, the usual measures of entrepreneurship are also to be tracked, including: new businesses started, increase in seed capital investment, net new jobs created in assisted enterprises, and new intellectual property identified (patents, copyrights, trademarks).

# Partnering with GEP

## Overview

The GEP can only succeed if we engage the private and non-profit sectors. Partners are sought from the U.S. as well as in the countries in which GEP operates. Partners include:

- NGOs who work in any aspect of entrepreneurship promotion,
- Colleges and universities who provide specialized education for entrepreneurship,
- Corporations who consider promoting entrepreneurship to be an important goal – either as part of their social responsibility programs or their mainstream business,
- Foundations who work in promoting entrepreneurship, and
- Investors and financial institutions that have a particular focus on investing in start-ups and small/medium-sized enterprises (SMEs) in emerging market countries.

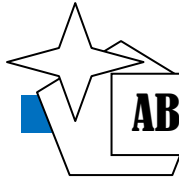
Virtually all potential partners for the GEP are already active in entrepreneurship promotion activities and for many such activities are central to their organization's mission. Because the aim of the GEP is to help *further* develop their entrepreneurial ecosystems, GEP partner organizations are asked to contribute something **incremental** to their current activities. Such incremental efforts generally fall in to one of two categories:

1. Extension of a partner's activities to a **new country**
2. **Deepening** of a partner's existing activities in country, often by recognizing the synergies that are possible by coordinating their efforts with those of other partners

For organizations that want to partner with GEP we ask that they submit a Letter of Intent (LOIs). An LOI is not a legally binding document; rather it is a written commitment indicating what an organization is planning to do to deepen its work related to at least one of the six target activities.

## Structure

LOIs can be in any form, though for convenience suggested templates are included below. The only required information is description an organization's background, commitments in any of the GEP's primary areas (e.g. identify, train, celebrate, etc.) with particular reference to how those are incremental to an organization's existing work, and ongoing point of contact information. In the LOI please let us know if you would **not** like to be publicly acknowledged as a GEP partner; otherwise we will include your organization's name to our global partner list once the LOI has been submitted.



## ABC Corporation

Mr. Steven Koltai  
Senior Advisor  
Global Entrepreneurship Program  
U.S. Department of State  
2201 C Street NW  
Washington, DC 20520

August 30, 2010

Dear Mr. Koltai,

It is with great pleasure I write this Letter of Intent to express the interest of the ABC Corporation in partnering with the Global Entrepreneurship Program (GEP). At ABC, we strongly believe that promoting entrepreneurship is critical to social and economic development.

ABC is dedicated to the vision of advancing entrepreneurship and SMEs in developing countries. We understand that one of the primary objectives of the GEP is to generate incremental activity around the primary categories of activity considered essential to increase entrepreneurship. To this end, we commit ourselves to the following:

1. In support of the “Identify” category of GEP activity, we plan to extend our current successful business plan competitions that run in 12 countries to Egypt, Jordan and Lebanon.
2. Related to all of our business plan competitions, we commit to deepening the effectiveness of those programs by working, wherever possible, with other in-country partners to provide training or other support to competitors who were unsuccessful. Similarly, we will now ensure that winners of our competitions are connected to other partners who can provide on-going mentorship as they roll out their plans.
3. In support of the “Connect and Sustain” category of GEP activity, we would like to explore the mechanics of providing internships and apprenticeships to rising entrepreneurs at either our U.S. operations or at any number of our overseas offices.
4. Wherever possible, we’d like to explore participating in other GEP programs, such as the Web-based mentor/entrepreneur matching programs (E-Mentor Corps), the Entrepreneurship Missions and the regional conferences.



5. In support of the “Celebrate” category of GEP activity, we plan to bolster the communications and media campaign not only around the competitions we run, but also around the winners and what becomes of their plans after the event. We also plan to cooperate with other partners to participate in showcase events for these role-model entrepreneurs.

For further background information on ABC Corporation, please visit our website: [www.abccorp.com](http://www.abccorp.com). The key point of contact at ABC will be Tim Smith, reachable at: [tim.smith@abccorp.com](mailto:tim.smith@abccorp.com) or 888-888-8888.

We will be sure to report all of our activities to the State Department to ensure that we are meeting the goals outlined above. We look forward to participating in this important work of promoting emerging companies and their entrepreneurs in emerging countries.

Sincerely,

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President and CEO



## **ABC NGO Statement of Intent to Join Partnership with Global Entrepreneurship Program**

This is to provide an overview of the ABC NGO program to complement the Global Entrepreneurship Program.

### ***Background***

The mission of ABC NGO entrepreneurship program is to provide entrepreneurs the know-how and networks they need to accelerate the growth of their businesses and to promote an entrepreneurial culture in the broader society. With centers in Egypt, Lebanon, and Turkey, ABC promotes the private sector to spur economic development, assists the growth of SMEs, and helps create jobs. ABC was founded in 1960 and is headquartered in Washington, D.C. (For further background information, please see the attached brochure on our organization's history and mission).

The U.S. Department of State wishes to undertake a new Global Entrepreneurship Program (GEP) as part of its broader objective to foster economic growth, create jobs, promote civil society and provide new economic opportunities for U.S. investors and business, first focusing on Egypt and then in the broader MENA region. Because of this we believe there exists a good opportunity to have a mutually beneficial relationship between ABC and the Department of State. ABC will work to make incremental changes in our programs in the following ways:

### ***Objectives and Goals***

The objective is to provide entrepreneurs and their executive teams the know-how, networks, and capital they need to accelerate the growth of their businesses and to promote an entrepreneurial culture in the broader society of Egypt, Lebanon and Turkey. There are two key goals:

- Train approximately 2000 entrepreneurs in each country over a three year period.
- Seek to identify investment capital which can be invested in SMEs demonstrating reasonable growth prospects in order to create economic opportunity and employment in the region.

### ***Program Approach***

#### **1) Identify**

ABC will establish local operations led by a qualified local national who knows the local SME network. The field team will be expected to find one or more suitable 'partners' with an existing portfolio of members providing sources of business mentors and/or entrepreneurs. Partners may include a local Chamber of Commerce for mentors, and/or other local SME organizations for entrepreneur candidates. The local ABC director will

target entrepreneurs whose companies are 1-3 years old with revenues greater than \$250,000, have 5-10 employees, and seek growth.

## **2) Train**

ABC will provide practical training and mentoring to fast-growing SMEs and their management teams, uniquely leveraging peers and integrating local and international networking venues to provide entrepreneurs the opportunity to make business building connections. Scope will include both programmatic and technical training, subject to the local demand.

## **3) Connect**

ABC will conduct monthly networking events where entrepreneurs can connect with each other and with leaders from within and outside their community that might otherwise be outside their reach. Currently these networking events do not exist. Further, we will work to create a fresh environment that appeals to younger entrepreneurs - vibrant, high energy - and one that will help distinguish ABC from other more established, governmental, or academic institutions.

## **4) Fund**

ABC is uniquely positioned to connect finance sources with qualified entrepreneurs. ABC will develop relationships with the banking community to understand local requirements and to prepare entrepreneurs for debt capital. ABC will work to foster the establishment of an angel investor network by leveraging its in-country and U.S. relationships and expertise. ABC intends to work with partners to propose debt and/or guarantee facilities that might be appropriate for support from OPIC or USAID that would serve as a source of debt financing for SMEs in the region. ABC intends, to pursue these fund initiatives independent of the availability of such support, but believes that there is a catalytic role that the U.S. Government could play if it so desires. Currently we do not work with funding sources and do not give guidance to entrepreneurs about funding.

## **5) Celebrate**

ABC will establish its own annual Entrepreneur of the Year award to acknowledge entrepreneurs not only for their business success, but for their efforts in giving back to the communities via participation in mentorship opportunities. This will be a new initiative. Meanwhile, ABC celebrates its best entrepreneurs by supporting their participation in local and regional entrepreneurship competitions.

### ***Measurable Results and Impact***

ABC will work with Department of State to prepare a summary report on an annual basis which seeks to determine the measurable results and overall impact of its efforts toward achieving the goals and objectives set forth in this Statement of Intent.

Our point of contact for this program will be Mr. Tim Smith who can be reached at [tim.smith@abc.org](mailto:tim.smith@abc.org) or 888-888-8888. We look forward to participating in this important work of promoting emerging companies and their entrepreneurs in emerging countries.

## **GEP Partner Profile Form**

*Please include with your organization's signed letter of intent, a completed GEP Partner Profile Form.*

1. Name of Organization
2. Full Contact Information (address, contact individual, email, phone)
3. Type of Organization (NGO, Corporation, Financial Institution, Foundation, Educational Institution, for-profit or not-for-profit)
4. Organization Summary (please limit to 200 words. May attach other material but summary profile still requested)
5. Current year operating budget, if possible by key program areas
6. Endowment, if any
7. Sources of funding for your organization
8. Understanding that the GEP is not a source of funding for partners, are you seeking funding from others currently? If so, please describe
9. GEP Category of Activity Overlaps (please note which of the six categories of GEP activity you currently work in)
10. Countries in which you have worked or currently work
11. Countries to which you would like to expand
12. Programmatic areas to which you would like to expand
13. Programmatic areas in which you seek synergistic partners

## Global Entrepreneurship Program (GEP) Partner List

*Updated 1/05/2011*

1	Abraaj Capital	30	Ernst & Young	59	Nile University
2	Africa Report	31	Ernst & Young Indonesia	60	OASIS 500
3	AllWorld Network	32	Fuel Outdoor	61	Omidyar
4	American Chamber of Commerce	33	Garuda Foods	62	On the Frontier
5	American University in Cairo (AUC)	34	Global Business School Network	63	Open Insights
6	AMIDEAST	35	Global Technology Innovation Partners (GTIP) Fund	64	Plug and Play Tech Center
7	ANDE	36	Goldman Sachs 10,000 Women	65	Prevail Fund
8	Angel Capital Association of America	37	Google	66	Radian Group
9	Babson	38	Google Indonesia	67	Santa Clara University
10	Bio Energy Plant Inc.	39	Grassroots Business Fund	68	Saratoga Capital
11	Blitz Megaplex	40	HealthCentral Network	69	Sawari Ventures
12	Bosowa Group	41	HP	70	SCTV
13	Bumi Laut Group	42	IBM	71	SEAF/CEED
14	CarMax	43	ImagineNations	72	SGN
15	CDC Solutions	44	Information Technology Industry Development Agency (ITIDA)	73	Sigma Sembada Group
16	Ciputra Group	45	Injaz	74	Silatech
17	Cisco	46	Innovators Fund	75	Sintesa Group
18	CMEA Capital	47	Intel	76	Solebury Capital LLC
19	CMEA Ventures	48	International Council for Small Business	77	Stanford
20	Comscore	49	JababekaGroup	78	Stickybits
21	Council on Competitiveness	50	Kalbe Farma	79	Technoserve
22	Delta Holding for Financial Investments	51	Kauffman-Global Business Week	80	TechStars
23	Draper, Fisher Jurvetson	52	Kompas Gramedia Group	81	TechWadi
24	EFE Foundation	53	Lemelson Foundation	82	Tomorrow Ventures
25	ELCC	54	Martha Tilaar Group	83	Tri Putra Group
26	Egyptian Junior Business Association	55	Microsoft	84	U of Michigan-William Davidson Institute
27	Egyptian Ministry of Communications and Information Technology (MCIT)	56	MIT/Legatum Center	85	US Egypt Business Leaders Forum
28	Endeavor	57	Mowgli Foundation	86	YPO
29	Entrepreneurs' Organization	58	NBIA	87	Xigi

<b>GEP Programs by Category</b>						
<b>GEP Driven Programs</b>	<b>1: Identify</b>	<b>2: Train</b>	<b>3: Connect &amp; Sustain</b>	<b>4: Fund</b>	<b>5: Enable Policy</b>	<b>6: Celebrate</b>
E-mentor Corps			x			
Virtual Global Network for Entrepreneurs						
Speakers Bureau			x			
Entrepreneurship Delegations			x	x		
Entrepreneurs-in-Residence	x	x	x	x	x	x
Angel Networks				x		
The Entrepreneur Bridge: Incubators/Accelerators	x	x	x	x		x
Business Plan Competitions	x					
Capacity Development Fund				x		
Boot camps		x				
GEP Annual Conference	x	x	x	x		
Policy Study						
<b>Partner Driven Programs</b>						
Science Envoys	x					
Young Entrepreneurs Program		x				x
Business Plan Competitions	x		x	x		
Workshops/training seminars		X	x			
Funding for educational opportunities		x		x		
Management coaching sessions		X				

## Partner Frequently Asked Questions (FAQs)

### 1. What kinds of organizations are sought to participate in the GEP?

The GEP seeks to assemble non-governmental organizations who already offer one or more programs to promote entrepreneurship. These programs will typically fall into one of the six categories of GEP activity (Identify, Train, Connect/Sustain, Fund, Enable Policy and Celebrate). Organizations include NGOs, colleges and universities, corporations, investors and financial institutions, foundations, and corporations.

### 2. What is expected of GEP Partners?

Since GEP partners already work in one or more area of entrepreneurship promotion, we ask for a commitment to increase or expand their work. This incremental commitment is generally either to:

- Expand to a new country/geography; or,
- Deepen an existing program offering (either on their own or by coordinating with other partners who provide complementary programs).

Because the primary purpose of the GEP is to INCREASE entrepreneurship efforts in specific countries, partners who wish to participate must share this goal and be prepared to increase their own work in the general ways described above.

### 3. Why participate in the GEP? What does the GEP have to offer Partners?

The GEP is a U.S. Government-led effort to catalyze, coordinate and convene with partners in the entrepreneurship promotion field. The U.S. Government, acting through its embassies and missions around the world, has a unique ability to play a role as convener, connector and coordinator. For those organizations that want to expand their impact, improve their networks in-country with like-minded organizations and who share the GEP view of a multi-pronged, holistic approach to entrepreneurship promotion, becoming a partner in the GEP may make good sense.

### 4. Is there a cost to participate in the GEP?

No. Partners may incur costs as part of the incremental effort they are asked to expend as GEP partners, but this is part of their normal course of business.

### 5. Are there any activities related to the GEP that require partner time?

Yes. In-country Partner meetings will likely occur every month or two (as agreed by the partner group). These meetings are designed to ensure that partners are aware of what each other is doing and more importantly, to increase synergies between partners (e.g. a partner who runs business plan competitions may want to work with a partner who provides training). Entrepreneurs-in-Residence (EIRs) will continuously expand the partner group, and manage meetings to ensure maximum synergy amongst the partners.

***For further information, contact the Global Entrepreneurship Program at:  
[entrepreneurship@state.gov](mailto:entrepreneurship@state.gov).***