



Embassy of the United States of America
Research Unit, Public Diplomacy Section

USG Entrepreneurship Initiatives

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FACT SHEET: The United States’ Investment in Emerging Global Entrepreneurs (The White House, Office of the Press Secretary, May 11, 2015)

Today, as global entrepreneurs gathered for an event at the White House, President Obama announced several steps to increase support for emerging entrepreneurs here in the United States and around the world. First, the President made investing in women and youth entrepreneurs the top priority for his Administration’s global entrepreneurship programs. Second, ahead of his travel to the Global Entrepreneurship Summit in Nairobi this July, the President issued a call to action, challenging companies, organizations, and individuals to increase their investments in global emerging entrepreneurs. Third, the President announced nine new Presidential Ambassadors for Global Entrepreneurship, enlisting even more of America’s top talent to expand the frontiers of inspiration, opportunity, and development around the world. Finally, he recognized the creation of the Spark Global Entrepreneurship coalition, made up of leading entrepreneurship organizations who will support his call to action and better connect, coordinate, and communicate entrepreneurship efforts across the globe.

Increasing Global Support for Women and Young Entrepreneurs

The United States is making empowering women and youth a central objective of its global entrepreneurship programs. Today, even as innovation and entrepreneurship spread rapidly around the world, there are many marginalized groups unable to realize their entrepreneurial aspirations. Access to capital,

training, and markets, as well as cultural and legal barriers continue to prevent millions from starting their own ventures. For this reason, the President directed U.S. programs to increase efforts to attract investment for women and young entrepreneurs. In 2014, the Administration set a goal for its global entrepreneurship programs, led under the umbrella of the U.S. government's Spark Global Entrepreneurship Initiative, to generate over a billion dollars in private investment for emerging entrepreneurs around the world by the end of 2017. Half of this goal will be specifically for women and young entrepreneurs.

This increased emphasis builds on a strong foundation of programs that have pioneered new engagement with emerging entrepreneurs around the world in recent years. Women and young entrepreneurs currently benefit from flagship exchanges offered by the President's young leader initiatives in Africa, Southeast Asia, and now the Americas, as well as programs like the African Women's Entrepreneurship Program, and Women Entrepreneurship in the Americas. As a result of today's announcement, the Administration will expand opportunities for women and young entrepreneurs in other U.S. Government global programs.

Call to Action

During today's event, the President issued a call to action to companies, organizations, and individuals across the globe to increase their support to emerging entrepreneurs, especially women and youth, particularly in the run-up to this year's Global Entrepreneurship Summit in Nairobi. This support can come in the form of financial investment, mentorship, networking, education, and exchange programs. By putting women and youth at the center of our efforts, the U.S. Government will bring entrepreneurship, innovation, and empowerment to underserved communities around the world. Commitments can be made through www.state.gov/spark. A report on the initial pledges put forward in response to the call to action will be presented at GES in Nairobi. The summit will provide a platform for elevating and linking these commitments. Two Spark Global Entrepreneurship events will take place on the road to Nairobi. The first will be hosted by the U.S. Government in Madrid, Spain in mid-June and the second in Lagos, Nigeria in early July. These international events will offer the opportunity to attract additional support for the President's challenge. Meanwhile, here at home, the President is focused on ensuring that those underrepresented in entrepreneurship across the United States are being tapped to fully contribute their talents, which is why later this summer there will be the first-ever White House Demo Day focused on inclusive entrepreneurship.

Presidential Ambassadors for Global Entrepreneurship (PAGE)

Established by President Obama in 2014, the Presidential Ambassadors for Global Entrepreneurship (PAGE) employ the skills, networks, and resources of top American entrepreneurs to develop the next generation of entrepreneurs at home and abroad. Each PAGE member has developed a signature initiative, designed to make significant contributions to the U.S. Government's goal of generating over \$1 billion for emerging global entrepreneurs. With the addition of the nine new PAGE members announced today, there are 17 active PAGE members. The initial class of PAGE members supported entrepreneurship by creating new tools for entrepreneurs; speaking at major international gatherings such as the Global Entrepreneurship Summit and the Mandela Washington Fellows summit; and joining Administration officials on travel advocating for improvements to the entrepreneurial ecosystem around the world.

The new members of PAGE are listed below:

Brian Chesky, Co-Founder & CEO, Airbnb (San Francisco, CA)
Antonio Gracias, CEO & Chief Investment Officer, Valor Equity (Chicago, IL)
Julie Hanna, Executive Chair of the Board, Kiva (San Francisco, CA)
Elizabeth Holmes, Founder and CEO, Theranos (Palo Alto, CA)
Daymond John, CEO of FUBU and Shark Branding (New York, NY)
Daniel Lubetzky, Founder & CEO, KIND Snacks (New York, NY)
Alison Rosenthal, Vice President, Strategic Partnerships Wealthfront, Inc. (Palo Alto, CA)
Debbie Sterling, CEO and Founder, GoldieBlox (San Francisco, CA)
Andrew Yang, Founder & CEO, Venture for America (New York, NY)

Spark Global Entrepreneurship Coalition

After the U.S. Government launched its Spark Global Entrepreneurship initiative last November, leading entrepreneurship organizations came together to form an umbrella coalition. The aim of the Spark Global Entrepreneurship Coalition is to connect, coordinate, and create common goals across public, private, and non-profit sector efforts to advance entrepreneurship around the world. The coalition will help to advance the efforts of the U.S. Government's Spark Global Entrepreneurship Initiative to invest in emerging entrepreneurs by linking participants from those programs with resources, networks, and opportunities. One of their first activities will be to work with the U.S. Department of State on coordinating partnerships for this summer's Global Entrepreneurship Summit in Kenya.

Source: The White House <https://www.whitehouse.gov/the-press-office/2015/05/11/fact-sheet-united-states-investment-emerging-global-entrepreneurs>

SPARK INITIATIVE: U.S. Government Programs (U.S. Department of State)

The programs designated as part of the President's Spark initiative represent the best work being done by the U.S. Government to advance entrepreneurship around the world. The following U.S. Government programs are part of the larger SPARK network.

Global Entrepreneurship Summit (GES)

Launched by President Obama in 2009, the Global Entrepreneurship Summit (GES) is a preeminent annual gathering that links emerging entrepreneurs from around the world with leaders from business, government, and innovative organizations. GES showcases the latest trends, training, and technology available to emerging or aspiring entrepreneurs, along with providing a powerful platform for policy discussions with government leaders. Past summits, held in the United States, Turkey, the United Arab Emirates, Malaysia, and Morocco, have inspired numerous initiatives, forged collaborations across countries, and helped to increase economic opportunities, particularly amongst marginalized groups.

Global Innovation Through Science and Technology (GIST)

GIST creates a network of entrepreneurs, angel investors, mentors and others to strengthen entrepreneurial ecosystems in 86 emerging economies across Africa, Asia, Latin America, and the Middle East. GIST empowers young innovators through networking, skills building, mentoring, and access to financing to develop startup solutions that address economic and development challenges. GIST includes an interactive virtual network with online programming, a global annual Technology-Idea (Tech-I) competition, and startup boot camps.

Women's Entrepreneurial Centers of Resources, Education, Access, and Training for Economic Empowerment (WECREATE)

WECREATE Centers are physical entrepreneurial community centers in a safe and centralized location. At these centers, women gain access to vital resources that both enable established business to build capacity and allow microenterprises to move from the informal sector into the formal sector.

Presidential Ambassadors for Global Entrepreneurship (PAGE)

The Presidential Ambassadors for Global Entrepreneurship is a first-of-its-kind collaboration between America's most inspiring and prominent entrepreneurs and

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the White House, Department of Commerce, Department of State, and U.S. Agency for International Development. The goal is to harness the energy, ideas, and experience of successful American entrepreneurs to help develop the next generation of entrepreneurs both at home and abroad. Members participate in outreach and mentorship activities to help promote start-up culture, and energize their own personal and professional networks to challenge and inspire budding entrepreneurs and raise awareness of the many resources available to them.

Partnering to Accelerate Entrepreneurship (PACE) Initiative

U.S. Global Development Lab's Partnering to Accelerate Entrepreneurship (PACE) Initiative aims to catalyze private-sector investment into early-stage enterprises and test financially sustainable approaches to enterprise incubation – unlocking the potential of thousands of promising enterprises around the world. Through six public-private partnerships, PACE partners are already reaching more than 200 enterprises and mobilizing more than \$80 million in private capital in the first year.

Development Innovation Ventures (DIV)

U.S. Global Development Lab's Development Innovation Ventures (DIV) is an open innovation fund at USAID that sources, tests, and scales breakthrough solutions to global development challenges. Through a year-round grant competition for innovative ideas in any sector and nearly any country, DIV invests funding and hands-on support in solutions with the potential to deliver more impact, for lower cost, at sustainable scale. Since 2011, DIV has supported over 115 innovations spanning 35 countries.

Entrepreneurship & Innovation Programs (EIP)

The Office of Commercial and Business Affairs at the State Department develops binational initiatives through the Entrepreneurship and Innovation Program (EIP) to significantly enhance the conditions in which entrepreneurial endeavors can thrive. EIP is currently active in two countries, Poland and Mexico. The U.S.-Poland Innovation Program (PLUS-IP) is a collaborative initiative between the U.S. Department of State and the Ministry of Science and Higher Education of the Republic of Poland. The program will strengthen Poland's entrepreneurship ecosystem by promoting innovation through U.S.-Polish joint ventures and joint research and development projects. The Mexico-U.S. Entrepreneurship and Innovation Council (MUSEIC) aims to enhance regional competitiveness by

strengthening the North American entrepreneurship ecosystem. MUSEIC is made up of public and private sector representatives from both countries who are working to develop new initiatives along with public policies to promote entrepreneurship and innovation.

Young African Leaders Initiative (YALI)

Through YALI, the United States Government is investing in the next generation of African leaders, and has committed significant resources to enhance leadership skills, bolster entrepreneurship, and connect young African leaders with one another and the United States. The initiative includes the Mandela Washington Fellowship, which brings 500 of Africa's most dynamic young leaders to the United States each year for six weeks of leadership training, networking, and mentoring at top U.S. universities. Four Regional Leadership Centers being established in Ghana, Kenya, Senegal, and South Africa, as part of YALI, will improve the availability and quality of leadership training programs and professional development opportunities for young African leaders. In addition to in-person training and opportunities, the YALI Network provides more than 130,000 members with virtual resources and vibrant physical spaces that equip young African leaders with the skills and connections they need to improve their communities and their countries.

Young Southeast Asian Leaders Initiative (YSEALI)

YSEALI is President Obama's signature program to strengthen leadership development and networking in Southeast Asia. Through a variety of programs and engagements, including U.S. educational exchanges, regional exchanges, and seed funding, YSEALI seeks to build the leadership capabilities of youth in the region, strengthen ties between the United States and Southeast Asia, and nurture an ASEAN community. YSEALI focuses on critical topics identified by youth in the region: civic engagement, environment and natural resources management, and entrepreneurship and economic development.

African Women's Entrepreneurship Program (AWEP)

African Women's Entrepreneurship Program (AWEP) is an outreach, education, and engagement initiative that targets women entrepreneurs in sub-Saharan Africa to promote business growth, increase trade both regionally and to U.S. markets through the African Growth and Opportunity Act (AGOA), create better business

environments, and empower African women entrepreneurs to become voices of change in their communities. Launched in July 2010, the initiative identifies and builds networks of women entrepreneurs across sub-Saharan Africa poised to transform their societies by owning, running, and operating small and medium businesses.

Women’s Entrepreneurship in the Americas (WeAmericas)

President Obama launched the WEAmericas initiative at the Summit of the Americas in 2012. WEAmericas leverages public-private partnerships to encourage inclusive economic growth in the Western Hemisphere. The initiative reduces barriers and increases opportunities for women entrepreneurs to start and grow small and medium-size enterprises by improving access to markets, access to capital, skills and capacity building, and leadership opportunities. Through WEAmericas, public, private, and nonprofit partners are working together to build a stronger and more collaborative environment for women entrepreneurs to achieve mutually beneficial goals: inclusive economic growth; social impact from commercial activity/growth; formalization of informal sector work; and enhanced competitiveness for firms and local economies.

International Visitor Leadership Program (IVLP)

The International Visitor Leadership Program (IVLP) is the U.S. Department of State’s premier professional exchange program. Through short-term visits to the United States, current and emerging foreign leaders in a variety of fields experience the United States firsthand and cultivate lasting relationships with their American counterparts. Professional meetings reflect the participants’ professional interests and support the foreign policy goals of the United States. There are over 50 entrepreneurship exchanges each year with more than 450 participants. The business programs explore the role of small business in driving local economic development and examine U.S. efforts to promote small business development and innovation, both domestically and internationally. Social entrepreneurship exchanges look at the growth of this sector in the United States and the impact of technology – particularly social networking – in developing new avenues for civic engagement and participation.

Global Entrepreneurship Program (GEP)

The Global Entrepreneurship Program (GEP) is a U.S. State Department-led effort to promote and spur entrepreneurship by catalyzing and coordinating private sector

and U.S. Government programs to support entrepreneurs around the world. GEP was launched in April 2010 at the Presidential Summit on Entrepreneurship. GEP supports integrated entrepreneurial ecosystems by focusing on seven key areas: identifying, training, connecting and sustaining; guiding to financing; facilitating market access; enabling supportive policy; and celebrating entrepreneurs. GEP's partners include domestic and global NGOs, corporations, foundations, educational institutions and investors. To develop entrepreneurship ecosystems, GEP partner organizations are asked to further their activities, either by expanding current programs to a new country, or deepening existing programs in their current countries of operation.

The Resilient, Entrepreneurial, And Dynamic Youth (READY)

The Resilient, Entrepreneurial, And Dynamic Youth (READY) Initiative teaches at-risk youth between the ages of 18 to 30 how to code, matches them with a virtual mentor, places them in a pre-arranged internship with a technology company, and prepares them for online employment upon completion of the program. READY works with key partners in local entrepreneurial ecosystems to showcase the relationship between entrepreneurship, innovation, and economic growth to program participants.

Source: U.S. State Department <http://www.state.gov/e/eb/cba/entrepreneurship/spark/239681.htm>

STARTUP AMERICA (The White House)

Startup America is a White House initiative that was launched to celebrate, inspire, and accelerate high-growth entrepreneurship throughout the nation.

Startups are engines of job creation. Entrepreneurs intent on growing their businesses create the majority of new jobs, in every part of the country and in every industry. And it is entrepreneurs in clean energy, medicine, advanced manufacturing, information technology, and other innovative fields who will build the new industries of the 21st century, and solve some of our toughest global challenges.

In January 2011, President Obama called on both the federal government and the private sector to dramatically increase the prevalence and success of entrepreneurs across the country.

Since launch, the Obama Administration rolled out a set of entrepreneur-focused policy initiatives in five areas:

- Unlocking access to capital to fuel startup growth
- Connecting mentors and education to entrepreneurs
- Reducing barriers and making government work for entrepreneurs
- Accelerating innovation from “lab to market” for breakthrough technologies
- Unleashing market opportunities in industries like healthcare, clean energy, and education

Leaders in the private sector launched the Startup America Partnership, an independent alliance of entrepreneurs, corporations, universities, foundations, and other leaders joining together to fuel innovative, high-growth U.S. startups. The Startup America Partnership is now operating around the world as UP Global, which has committed to support and train 500,000 entrepreneurs in 1,000 cities over the next three years.

Source: The White House <https://www.whitehouse.gov/economy/business/startup-america>



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<http://madrid.usembassy.gov/ru.html>