mitgsw
massachusetts institute of technology
global startup workshop

17TH ANNUAL GSW IN
MARRAKECH, MOROCCO
MARCH 24-26, 2014

In Partnership With:

OCP FOUNDATION

mitgsw.org

What is the MIT GSW?

The MIT GSW is the world's premier workshop dedicated to fostering entrepreneurship, inspiring future innovators, and building entrepreneurial ecosystems globally. Each year, the workshop takes place in a different location, and we bring together over 300 entrepreneurial leaders, executives, students, next generation entrepreneurs, professors, financiers, government agents, and private supporters to build a global support network for entrepreneurship. We bridge boundaries across different sectors to stimulate discussion, generate ideas, and share best entrepreneurial practices. Since 1998, our non-profit, student-run organization has held 16 international workshops, spanning 6 continents, and has attracted participants from over 70 nations.

What happens at the GSW?*

High impact and caliber speakers
Francis Ricciardone – US Ambassador to Turkey
Ólafur Grímsson – 5th President of Iceland
Jason Pontin – Editor-in-Chief and Publisher of Technology Review

Thomas Hendrik Ilves
President of the Republic Of Estonia

Ashok Rao
Chairman and CEO, Whodini Inc.

Olafur Ragnar Grimsson
President of Iceland

Robin Chase
Founder of Zipcar

Hanzade Boyner
Chairwoman of Dogan Online & Gazetecilik

Dean Kamen
Inventor of Segway

Jaan Tallinn
Founding Engineer, Skype

Chang-Gyu Hwang
National CTO of South Korea

Iqbal Quadir
Founder and Director, Legatum Center - MIT

*Note: All speakers and titles are from previous conferences.

Panel discussions
Tech Transfer and the Role of Universities
Fashion Technologies and Entrepreneurship
Creating Sustainability
Technologies for Healthcare/Personal Health
Big Data Technologies and Entrepreneurship
Taking a Startup Global
Social Entrepreneurship
Young Entrepreneurs
Cultural Perspectives on Entrepreneurship

Case studies
Being profitable in emerging markets
Google Spain – An Innovation Success
From Entrepreneur to Venture Capitalist
Reverse Outsourcing – Cross-Continental Education
Keeping Momentum - Founder to CEO
Immigant Entrepreneurs

Working sessions
Funding
Organizing a Business Plan Competition
Elevator Pitch Training
Intellectual Property: From a Startup's Perspective
Idea Development

Also:
Networking Events
City Tours
Fellowship Program
Startup Showcases
Elevator Pitch Competition
Business Plan Competition

Panel Discussion

Elevator Pitch Competition

Memorable Gala Dinner

Startup Showcase

Marrakech, Morocco in 2014!

This year, we are proud to partner with OCP and the OCP Foundation to bring the Global Startup Workshop to Marrakech, Morocco. The 2014 GSW will be held from March 26 to 28, 2014 at the Palmeraie Golf Palace. The magical city of Marrakech, fondly referred to as the 'Red City', is located north of the spectacular Atlas mountains. The city showcases the confluence of history and modernity with flair, and is a major cultural, religious and trade center in Morocco and is poised to become a hub of economic and entrepreneurial activity in the MENA region. As always, we will bring together inspiring speakers, future innovators, and entrepreneurs under one roof for three exhilarating days, full of opportunities to build lasting connections with a diverse entrepreneurial network. Don't miss out on tickets! Visit our website for more information.
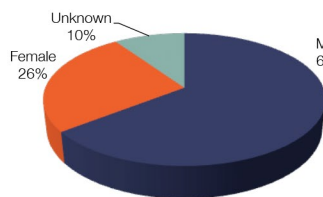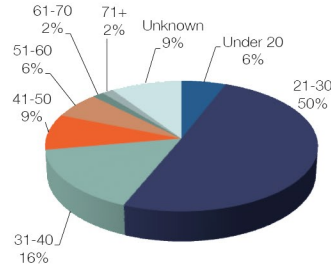
Countries Represented

Tallinn, Estonia MIT GSW 2013		Abu Dhabi, UAE MIT GSW 2005	
Istanbul, Turkey MIT GSW 2012		Cambridge, UK MIT GSW 2004	
Seoul, South Korea MIT GSW 2011		Beijing, China MIT GSW 2003	
Reykjavik, Iceland MIT GSW 2010		Bologona, Italy MIT GSW 2002	
Cape Town, South Africa MIT GSW 2009		Melbourne, Australia MIT GSW 2001	
Madrid, Spain MIT GSW 2008		Seville, Spain MIT GSW 2000	
Trondheim, Norway MIT GSW 2007		Singapore National University MIT GSW 1999	
Buenos Aires, Argentina MIT GSW 2006		Cambridge, MA, USA MIT GSW 1998	

Attendees

Gender

Male 64%
Female 26%
Unknown 10%

Age

Under 20 6%
21-30 50%
31-40 16%
41-50 9%
51-60 6%
61-70 2%
71+ 2%
Unknown 9%

Occupation

Policy Maker 1%
Investor 5%
Professor/Educator 6%
Executive 8%
Other 6%
Business Plan Competition 6%
Entrepreneurship Support 13%
Entrepreneur 28%
Student 27%

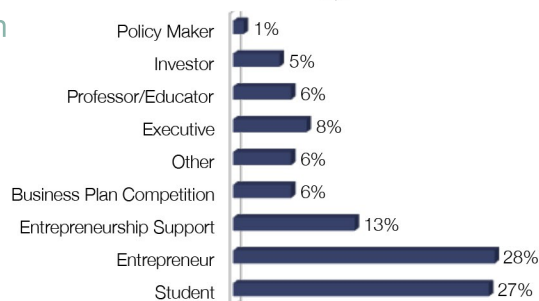## Testimonials

91% of attendees said that panels and speakers were very engaging and relevant, 90% said that conference activities met or exceeded expectations, 89% said that they would recommend the conference to a friend of colleague.

"I will never forget this event! I was exposed to a lot of inspiring ideas and got the chance to meet some of the greatest world entrepreneurs." – Attendee

"Stimulating and very worthwhile."
– Peter Hill, Chairman of the Board at Triangle Petroleum (keynote speaker)

"I must say that it was indeed beyond all expectations…the ideas brought out gave a totally new perspective to many of the things I do."
– Kazi Zulkader Siddiqui, Founder of Techcorp Group (panelist)

"I was blown away at how great this conference was...(would) LOVE to participate again!" – Paul Ford, VP Community Development at Softlayer Technologies (panelist)

"The quality of most of the talks was very high. There were some real heavyweights there." – Attendee