



# mitgsw

massachusetts  
institute of technology  
global startup workshop

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

In Partnership With:



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.



**Ólafur Ragnar Grímsson**  
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

### 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  
Immigrant 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

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





# 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.



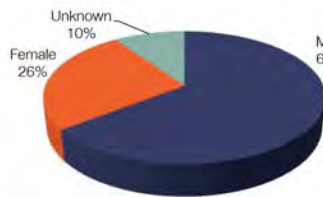
## Countries Represented



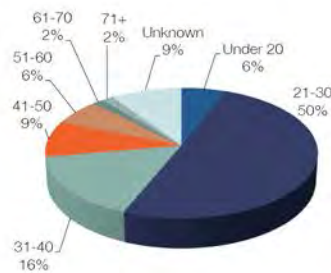
Tallinn, Estonia MIT GSW 2013	Abu Dhabi, UAE MIT GSW 2005
Istanbul, Turkey MIT GSW 2012	Cambridge, UK MIT GSW 2004
Seoul, South Korea MIT GSW 2011	Beijing, China MIT GSW 2003
Reykjavik, Iceland MIT GSW 2010	Bologna, Italy MIT GSW 2002
Cape Town, South Africa MIT GSW 2009	Melbourne, Australia MIT GSW 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



### Age



### Occupation



## 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 or 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 I OVF 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

