

# BRAND BRIEF

## Mission

Startup Weekend inspires action in the lives of entrepreneurs through experiential education

## Vision

Startup Weekend will be the world's single largest starting point for new entrepreneurs

## BHAG

In **15 years** Startup Weekend will be the world's largest starting point for entrepreneurs creating meaningful and persistent firms

## WHY WE EXIST

Our core purpose is to help people lead fulfilling lives and create value for society

## CORE VALUES:

- People should be judged by their actions, not by what they talk about
- The best way to lead a fulfilling life is to pursue your passions
- Entrepreneurship is the single greatest force advancing society and human welfare
- Empowering others is the best way to identify leaders, build communities, inspire change

## GUIDING PRINCIPLES:

- You can't learn entrepreneurship in a classroom
- The team is the most crucial element of a startup
- Our primary customers are our Organizers
- Neutrality: opinions based on research, objective resources and impartiality
- Collaboration: work together to create more organizations like Startup Weekend
- Every entrepreneur is a social entrepreneur
- Funding does not equal success
- The Entrepreneur's Journey

## KEY CONVERSATIONS:

“ Startup Weekend is not a hackathon ”

“ It's not about winning; SW creates entrepreneurs, not startups ”

“ Community - if we're to be a movement, then community is everything ”

**IMPACT** ”

“ Experiential Education ”

“ Celebrate diverse people and skillsets ”

“ Team formation ”

“ Startup Weekend is not an events company ”

## VALUE CHAIN:



\*\*In no particular order