

# PRESS RELEASE

FOR IMMEDIATE RELEASE



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## **Got a business idea? Put it to the test at Startup Weekend Micronesia**

Individuals throughout Micronesia with the dream of starting their own business will have an opportunity to get their idea off the ground at the three-day Startup Weekend Micronesia event happening next week from Wednesday, April 27, to Friday, April 29.

The event will be held online over the Zoom and Discord platforms for participants in Guam, the Northern Mariana Islands, Palau, Pohnpei, Yap, and the Marshall Islands.

This is the third iteration of the event, which is hosted by the University of Guam Entrepreneur Society student organization as well as the Center for Entrepreneurship and Innovation and the Pacific Islands Small Business Development Center within the UOG School of Business and Public Administration.

With the theme “Solve 2Day, Evolve 2Morrow,” this year’s Startup Weekend will have a strong focus on sustainability in Micronesia.

Participants will pitch their best business ideas, then form teams, build a business plan, and turn their ideas into small-business startups. They will then pitch the startup to a panel of judges who will determine a winner. The top three teams will be awarded prizes.

The entrepreneurial event is associated with Google Techstars Startup Weekend, a program that teaches people how to create a real company, which has been launched in more than 150 countries across the world.

The Startup Weekend event model was first brought to Guam in 2014 by the UOG Entrepreneurial Society under the leadership and foresight of SBPA Dean Annette T.

Santos. In 2016, the UOG Professional Master of Business Administration program hosted the first Startup Weekend Saipan. Then in 2019, the PMBA, in collaboration with the Pacific Islands SBDC, hosted the first-ever Startup Weekend Micronesia, which took place simultaneously on seven islands in Micronesia. A total of 119 participants and 30 teams competed in the historic event.

The second Startup Weekend Micronesia was held last year on a virtual platform, with 76 participants from Guam, the NMI, Pohnpei, Yap, and Kosrae.

### **Register to participate**

Interested participants may register at [url.uog.edu/swm2022](http://url.uog.edu/swm2022). The registration fee of \$15 may be paid at [url.uog.edu/swm2022-pay](http://url.uog.edu/swm2022-pay).

For more information, email [uog.esoc@gotritons.uog.edu](mailto:uog.esoc@gotritons.uog.edu), or follow the event on Instagram @swmicronesia and Facebook @sweekendmicronesia.

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2021-startup-weekend-kosrae-2

During the Startup Weekend Micronesia event on April 31, 2021, Kosrae participants Sepe T. Tolenna and Tolenna M. Tolenna map a business plan to make safe drinking water accessible for residents of Kosrae.

*Photo courtesy of University of Guam*



The poster features logos for the University of Guam, SBDC, and a lightbulb icon. A gold ribbon badge in the top right corner reads "PRIZES WILL BE AWARDED TO THE TOP 3 TEAMS!". The event title "techstars\_ Startup Weekend Sustainability Micronesia" is prominently displayed in black and blue. Below the title is the tagline "SOLVE 2DAY, EVOLVE 2MORROW". The poster is divided into sections for event details, participating islands, and a three-day agenda. A QR code and registration link are provided on the left side.

**VIRTUAL EVENT VIA ZOOM**

# techstars\_ Startup Weekend Sustainability Micronesia

**SOLVE 2DAY, EVOLVE 2MORROW**

**DISCUSSION & INSIGHT**  
Three day event to share local viable ideas and build potential product, with focus on sustainability of Micronesia.

**MORE INFORMATION :**  
APRIL 27-29, 2022  
Wednesday - Friday  
*\*\*To accommodate all Islands\*\**

**\$15 REGISTRATION**

SCAN ME



<https://tinyurl.com/SWM2022>  
**GET A FREE SWM T-SHIRT WHEN YOU REGISTER**

**PARTICIPATING ISLANDS:**

- Guam
- Yap
- CNMI
- Palau
- Marshall Islands
- Pohnpei

**DAY 1**  
MEET, PITCH, AND FORM TEAMS.

**DAY 2**  
BUILD A MINIMUM VIABLE PRODUCT AND RECEIVE MENTORSHIP FROM LOCAL INDUSTRY EXPERTS

**DAY 3**  
COMPLETE WORK, GIVE FINAL PITCH PRESENTATIONS, NETWORK, AND CELEBRATE!

Contact Information: [uog.esoc@gotritons.uog.edu](mailto:uog.esoc@gotritons.uog.edu) | Instagram: [swmicronesia](#)

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