

RE: EXPLORE

GLOBAL ENTREPRENEURSHIP WEEK 2026

16–20 November · Artevelde University of Applied Sciences, Ghent

Five days. One mystery challenge. A brand-new international network.

Global Entrepreneurship Week (GEW) is an intensive, five-day international project week where students from different countries, cultures and study backgrounds team up to tackle a real-world sustainability challenge — and pitch a solution to a jury by Friday afternoon.

This guide walks you through exactly what happens, day by day, so you know what to expect — and why it's worth joining.

Why join?

- A genuine international experience: you'll be placed in a team together with Flemish business bachelor students from Artevelde's International Entrepreneurship major, so you'll walk away with a network that stretches well beyond your own classroom.
- Real entrepreneurial skills — problem framing, ideation, business modelling, prototyping and pitching — compressed into one immersive week.
- Open to students of all study backgrounds: the week is about real-world problem-solving, not about your degree.
- A taste of Ghent, one of Belgium's liveliest student cities, and a certificate to bring home.
- Bragging rights: the best teams don't just present — they compete for a podium finish in the Battle of the Pitches.

The twist: you won't know your challenge until day one

Every edition, you'll vote in advance on your top interests from a shortlist of societal/SDG-related themes — but the exact challenge your team will be solving stays under wraps until the week actually starts. This is deliberate: it keeps you from pre-cooking a solution at home, and instead pushes you to genuinely explore, question assumptions and design something new, together, on the spot. That suspense is part of the fun.

The method: Design Thinking, from problem to pitch

Across the week, you'll move through the Double Diamond design method — first diverging to explore the challenge broadly, then converging on one problem worth solving; diverging again into a wide range of ideas, then converging on one concrete solution. It's the same logic used by innovation teams worldwide, and it gives structure to what could otherwise feel like five days of chaos.

By Friday, your team will have built a Lean Business Model Canvas, a hands-on prototype, and a short video pitch — and will present live in front of a jury of entrepreneurs.

The week, day by day

Here's the shape of each day. Your exact challenge and team are only revealed on-site — but this is the rhythm you can expect. Each day wraps up between 15:30 and 16:30, so you'll have plenty of time left to explore Ghent, grab dinner with your team, or just relax before the next day starts.

MONDAY — 16 November

Arrival & team bonding — the City Game

Afternoon Kick-off: meet your international teammates for the very first time, then head straight into the City Game — exploring Ghent together in small groups and breaking the ice while discovering the city that will be your home base for the week.

Late afternoon Wrap-up and welcome to the challenge ahead.

Why it matters: this is where your team clicks. By the time the real work starts on Tuesday, you'll already know how your teammates think, communicate and laugh.

TUESDAY — 17 November

Explore your challenge — 1st diamond

Morning Official opening and an inspiring keynote to set the tone for the week.

Late morning Introduction to the Double Diamond method, and — the big reveal — you finally learn your challenge.

Afternoon Dive in: explore the challenge from every angle and start defining the specific problem you want to solve.

Why it matters: this is the moment the mystery becomes real. You go from "we have no idea what we're working on" to "here's the problem we've chosen to own."

WEDNESDAY — 18 November

Find a solution for your problem

Morning An energiser to kick things off, followed by a keynote on brainstorming techniques from an experienced creative facilitator.

Late morning Double Diamond, part two: moving from problem to a wide field of possible solutions.

Afternoon Brainstorm freely and start narrowing down toward the one idea you'll build on.

Why it matters: this is the most creative day of the week — the point where a defined problem turns into a genuine business idea.

THURSDAY — 19 November

Clarify the value creation of your idea

Morning	Energiser, then hands-on introduction to the Lean Business Model Canvas — the tool that turns a loose idea into a structured business concept.
Midday onward	Build out your canvas and start shaping a prototype: a mood board, storyboard, infographic or other tangible way to bring your idea to life.
Late afternoon	A crash course in making a video pitch — because Friday's pitch will be told as a story, not read off a slide.

Why it matters: this is where your idea becomes tangible — something a jury (and a customer) could actually picture.

FRIDAY — 20 November

Pitch & perform

Morning	Final polish: rehearse and finish your video pitch.
Late morning	Battle of the Pitches — Round 1: every team pitches to a jury.
Early afternoon	Battle of the Pitches — Grand Finale: the strongest teams go head-to-head for the win.
Afternoon	Award ceremony and closing reception — celebrating your journey from Monday's first hello to Friday's business idea.

Why it matters: this is the payoff. Five days of hard work, culminating in a real pitch, a real jury, and a real celebration.

What you'll walk away with

- A Lean Business Model Canvas built from scratch with an international team.
- A prototype that brings your idea to life — visual, creative, and entirely your own design choice (mood board, storyboard, infographic, or otherwise).
- A short video pitch summarising your concept — your project's highlight reel.
- Live pitching experience in front of a professional, entrepreneurial jury.
- A digital certificate of participation, and — for the top teams — a prize for the best business idea.
- A genuine cross-cultural network: teammates from multiple countries you'll have built something with in just five days.

Is this for you?

GEW is open to bachelor students from any discipline — not just business or management. You'll be working in a team together with Flemish business bachelor students from the International Entrepreneurship major, so what matters most is curiosity, an open mind, and a willingness to work with people you've never met, in a language (English) that isn't necessarily your own.

The essentials

- **Dates:** Monday 16 – Friday 20 November 2026 — official start Monday at 13:30, official end Friday at 16:30
- **Where:** Artevelde University of Applied Sciences, Ghent, Belgium
- **Cost:** €75 — includes lunches, snacks, the full programme and the closing reception (accommodation and dinners not included)
- **Language:** English is the shared language of the week
- **Spots:** limited, so don't wait too long to sign up

Ready to join?

Ask your international office or study coordinator how to apply and how many spots are available at your university. We'd love to welcome you to Ghent this November.