



Entrepreneurship in a Digital Age

Anastasia Leng

New Initiatives Manager, Google

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Twitter: @ponystasia

from garage to global

a



- 32k+ googlers
- 60+ offices in 30+ countries
- 75 hours video/min uploaded to youtube
- 100M+ active users on google+
- over 850k+ daily android activations

Create a culture of Dos



Principles of Innovation

Mission

1. Have a mission that matters.

The background of the slide is a solid blue color with a faint, large-scale hourglass graphic centered vertically. The hourglass is composed of two inverted triangles meeting at a narrow neck in the middle. The top and bottom triangles are filled with a slightly darker shade of blue, while the neck is a lighter shade, creating a subtle gradient effect.

google for entrepreneurs

Organize, develop, and scale Google's efforts to
empower entrepreneurs around the world

partnerships. programs. products.

2. Focus on the user.

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3. Be Open. Share Everything.



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Campus, powered by Google, offers seven floors of flexible work spaces, free high speed internet and all the support you need to fuel your ideas. We'll be hosting mentoring programmes, speaker series, networking events and much much more. So if you're a London-based startup or are just passing through town, we invite you to join the Campus community.

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A low-angle, upward-looking photograph of a group of people in a huddle. The image is dominated by dark silhouettes of heads and shoulders against a bright, glowing light source at the top, creating a strong rim light effect. The overall color palette is a gradient from dark blue at the bottom to bright yellow and white at the top. The silhouettes are arranged in a circular pattern, suggesting a team meeting or a group discussion.

4. Think big but start small.

South Africa's First Accelerator



google.co.za/umbono

5. Fail fast.



2007



2009



2010



2011

“...no talk, all action... launch a startup in 54 hours...”



startupweekend.org

6. Be a platform, float all boats.



Local, partner-based approach



springboard();



Coadec



“..the mission of NewMe is to accelerate, educate, and inform underrepresented technology entrepreneurs around the world...”



newmeaccelerator.com

“...women entrepreneurs on the web teaches participants how to use web-based technologies to improve and grow their businesses...” – india

women

entrepreneurs
on the web
by Google



[Rupa Aurangabadkar - Founder - ColorQuill](#)



**It's never been a more exciting time
to be an entrepreneur. . .**



**It's never been a more exciting time
to be an entrepreneur. . .
In Eastern Europe.**

Dziękuję
(thank you)!



twitter: @ponystasia

G+: Anastasia Leng