



PRESS RELEASE

FOR IMMEDIATE RELEASE

April 29, 2021

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Startup Weekend Micronesia event to engage aspiring entrepreneurs on eight islands this weekend

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 Online event happening this weekend from April 30 to May 2.

The event is being hosted by officers and volunteers of the University of Guam's Entrepreneur Society student organization as well as the Center for Entrepreneurship and Innovation and the Pacific Islands Small Business Development Center within UOG's School of Business and Public Administration.

This weekend, the event will be held online for participants on eight islands: Guam, Saipan, Tinian, Rota, Palau, Pohnpei, Kosrae, and Yap. This year's event 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 entrepreneurial event is associated with Google Techstars Startup Weekend, a program that teaches people how to create a real company that has been launched in over 150 countries across the world. UOG graduate students in the Professional Master of Business Administration program and the Pacific Islands SBDC at UOG first brought the event model to Guam in 2014, to Saipan in 2016, and to Palau, Chuuk, Kosrae, Yap, and Pohnpei for the first time in 2019.

Interested participants may register at <https://tinyurl.com/SWM2021>. The registration fee is \$10, payable only via PayPal. For more information, email esocietygu@gmail.com.

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Photo caption:

A team collaborates on their business pitch at Startup Weekend Guam in 2018.

Photo courtesy of University of Guam