

# Talking Points

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Use these talking points when discussing AKEW with government officials, media, sponsors, partner organizations, or community members.

## What AKEW Is

- Alaska Entrepreneurship Week is Alaska's annual entrepreneurial fair: one coordinated week that assembles the full entrepreneurship support system and delivers it to every community in the state.
- AKEW does three things: showcases what exists in Alaska's ecosystem, fills the gaps where resources are missing, and delivers the complete ecosystem everywhere through local City Leads.
- AKEW is 100% volunteer-organized with zero paid staff. Funding comes from sponsorships and donations.

## The City Lead Model (Key Differentiator)

- Most business programs happen in Anchorage. AKEW is different. City Leads in 7+ regions organize events in their own communities.
- Regions include: Anchorage, Fairbanks, Juneau, Kenai Peninsula, Mat-Su Valley, Valdez, and rural Alaska.
- This model ensures that geography does not determine whether an entrepreneur has access to support.

## Credibility and Momentum

- Governor's Proclamation for 3 consecutive years.
- Anchorage Mayor has offered direct support.
- U.S. Small Business Administration (SBA) proactively reached out for 2026 collaboration.
- Alaska SBDC deepened partnership for statewide business advising.
- Junior Achievement of Alaska brings youth entrepreneurship programming.
- 120+ events, 50+ organizations, 7+ regions in 2025.

## Why It Matters

- Alaska's entrepreneurship support infrastructure is substantial but fragmented. Organizations operate in isolation and are invisible to the entrepreneurs who need them most.
- AKEW is the coordination layer that makes the ecosystem visible, connected, and accessible statewide.
- For government partners: AKEW provides a delivery mechanism for programs that agencies already fund but struggle to distribute beyond Anchorage.
- For sponsors: AKEW is an investment in Alaska's entrepreneurial infrastructure, not a logo placement.

## Rebrand Context

- Previously "Alaska Startup Week." Expanded to "Entrepreneurship Week" to include the full spectrum: small business owners, established entrepreneurs, and support organizations, not just tech startups.
- Content reflects Alaska's real economy: fishing, tourism, construction, retail, rural logistics.

## 2026 Dates and Contact

**September 14-18, 2026** | [akew.org](http://akew.org) | [contact@akew.org](mailto:contact@akew.org)