



# Expanding RWL Entrepreneurial Experiences

November 18, 2021





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# Agenda

- 1 Welcome and Overview of MVAs
- 2 National Perspective
- 3 Local Perspective
- 4 Closing

# Regionally-recognized *Market Value Assets (MVAs)*



work experiences



industry-recognized  
credentials



college credit



entrepreneurial  
experiences

# Regionally-recognized Market Value Assets (MVAs)



## work experiences

- Internships
- Client Projects



## industry-recognized credentials

- Employer verified industry recognized credential



## college credit

- 9+ hours



## entrepreneurial experiences

- Solve compelling market problem

# Entrepreneurial Experiences



Students identify a social or market problem and mobilize resources to research and solve it. Leveraging input and support from multiple stakeholders, **students iteratively analyze, prototype, implement, reflect and adapt potential solutions.**

Every student has different interests, and they thrive when they can both identify and learn how to pursue them. Entrepreneurial experiences begin when students decide what problem to solve and are given the space, support, and resources to create meaningful change.

# Output of Entrepreneurial Experiences



Outputs of MVA-level entrepreneurial experiences include a market and stakeholder research summary, a 'business plan' that includes an assessment of costs and benefits associated with development or operation of their solution, and feedback from relevant external stakeholders obtained through exhibition or 'shark-tank' type pitch opportunities.



**Tom Vander Ark**

# National Perspective



# Forms of Entrepreneurship



## **Impact Initiatives**

- Cause campaigns
- Service delivery

## **Business Ventures**

- New services
- New products



# Forms of Entrepreneurship



## **Impact Initiatives**

- Cause campaigns
- Service delivery

## **Impact Ventures**

- New services
- Sustainable impact ventures

## **Business Ventures**

- New services
- New products

# Forms of Entrepreneurship



Spotting opportunity, delivering value for a community

## **Impact Initiatives**

- Cause campaigns
- Service delivery

## **Impact Ventures**

- New services
- Sustainable impact ventures

## **Business Ventures**

- New services
- New products

Nonprofits

For-profit (B corp)

For-profit (LLC, C, S)

# ENTREPRENEURIAL MINDSET

## With an Entrepreneurial Mindset Transform the World

### THE 3C's



#### CURIOSITY

In a world of accelerating change, today's solutions are often obsolete tomorrow. Since discoveries are made by the curious, we must empower our students to investigate a rapidly changing world with an insatiable curiosity.



#### CONNECTIONS

Discoveries, however, are not enough. Information only yields insight when connected with other information. We must teach our students to habitually pursue knowledge and integrate it with their own discoveries to reveal innovative solutions.



#### CREATING VALUE

Innovative solutions are most meaningful when they create extraordinary value for others. Therefore, students must be champions of value creation. As educators, we must train students to persistently anticipate and meet the needs of a changing world.

#### IT'S NOT JUST ABOUT SKILL. IT'S ABOUT A MINDSET.

Engineers find success and personal fulfillment when they couple their skills with a mindset to create extraordinary value for others. The key is an entrepreneurial mindset.

Engineers equipped with this mindset understand the bigger picture, can recognize opportunities, evaluate markets, and learn from mistakes to create value for themselves and others.



#### The Curious

**Understand the broader world.**  
**Look toward the future.**  
**Explore multiple perspectives.**



#### Those Making Connections

**Think outside the box.**  
**Place old ideas in new contexts.**  
**Gain insights.**



#### Value Creators

**Seek opportunity.**  
**Understand stakeholders.**  
**Have an impact.**



**MINDSET + SKILLSET**  
**A TANDEM DEVELOPMENT**

# Client-Connected Projects or Entrepreneurial Experience?

- Client projects are typically defined by client/community partner
  - At least problem definition, may have clear deliverable
- Entrepreneurial experience typically defined by learner
  - Has a defined clients/community
- Both deliver value to a community
  - Both include a public product and presentation
- Option: create big blocks where both can flourish

# Embedding Entrepreneurial Experiences into Pathways and Courses

- Embed in a required courses
- Create academies/microschools with embedded EE
- Use in/out of school programs: FFA, DECA
- Leverage intercession and summer blocks
- Support student-run businesses on school campuses
- Incorporate entrepreneurial mindset into culture and curriculum

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# Schools that Feature Entrepreneurial Experiences

- ❑ Blue Valley CAPS
- ❑ CAPS Network
- ❑ d.Tech High @ Oracle
- ❑ One Stone
- ❑ IDEA
- ❑ Lead Innovation Studio



EWING MARION  
KAUFFMAN  
FOUNDATION





# Blue Valley CAPS

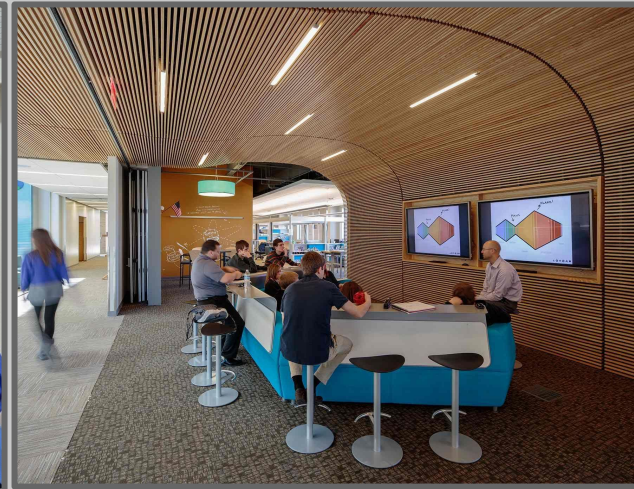
Kansas City



# Blue Valley CAPS

**Profession-based Learning:** Projects in collaboration with business partners

**Entrepreneurial mindset:** Creative thinking and problem solving is encouraged







# CAPS Network

Kansas City

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# CAPS Network & Northland CAPS

Virtual Support Model

60+ districts across 9 states

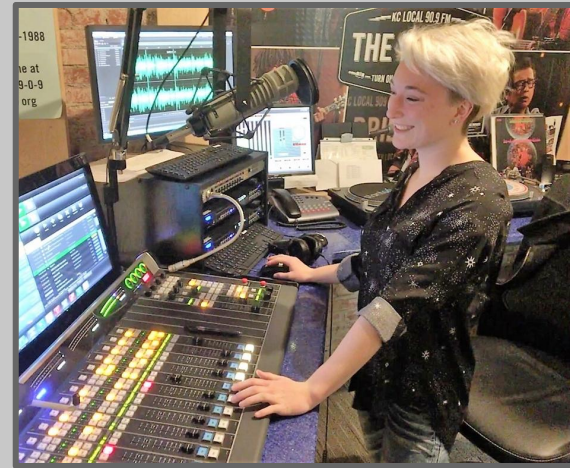
Profession-Based Learning

Self-Discovery & Exploration

Professional Skills

Development

Entrepreneurial Mindset





designtech @ ORACLE  
HIGH

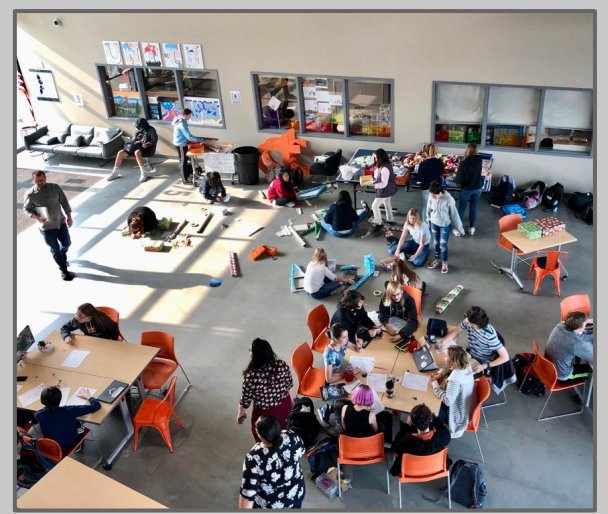
# Design Tech High @ Oracle

Redwood City, CA

# Design Tech High

Freshman prototyping and design thinking

Senior engineering projects deliver value to clients



# DISRUPTION BLOB

BOLD LEARNING OBJECTIVES



## MINDSET

How might we practice with intention?

EMPATHY GRIT HUMILITY  
DESIRE TO GROW VULNERABILITY  
KINDNESS MINDFULNESS  
GRATITUDE REFLECTION  
FAIL FORWARD

## CREATIVITY

How might we approach challenges?

INNOVATION  
IMAGINATION RISK TAKING  
PROBLEM SOLVING CURIOSITY  
IDEATION 51

## KNOWLEDGE

How might we understand the world?

SCIENCES TECHNOLOGY ARTS  
ENGINEERING MATHEMATICS  
CITIZENSHIP LANGUAGE ARTS  
WORLD LANGUAGE  
SOCIAL SCIENCES

## VOICE

How might we express who we are with confidence?

## SKILLS

How might we develop

PASSION tools for life?  
GOAL SETTING OWNERSHIP  
LEADERSHIP COLLABORATION  
PEOPLE/TIME/PROJECT MANAGEMENT  
COMMUNICATION CRITICAL THINKING

PARKING LOT

# One Stone

Boise, ID

ONE



STONE

# One Stone

Boise microscool & afterschool program

Two Birds: fee-based marketing

Project Good: impact projects





# IDEA @ Fannin

Dallas, TX

# Innovation Design Entrepreneurship Academy (IDEA)

Learners encouraged to  
start business

Can attend partial days

Advisory supports to  
uncover passion projects  
& business opportunities





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A photograph of three students sitting at a table in a classroom. The student on the left is a young man with dark hair, wearing a dark t-shirt and a lanyard, looking towards the camera. The student in the middle is a young woman with short dark hair and glasses, wearing a black hoodie with a white brain logo, smiling and looking towards the camera. The student on the right is a young man with glasses and a plaid shirt, looking towards the camera. They are all sitting at a table with papers and pencils. In the background, other students are visible at their desks, and there are whiteboards and a blackboard.

# Lead Innovation Studio

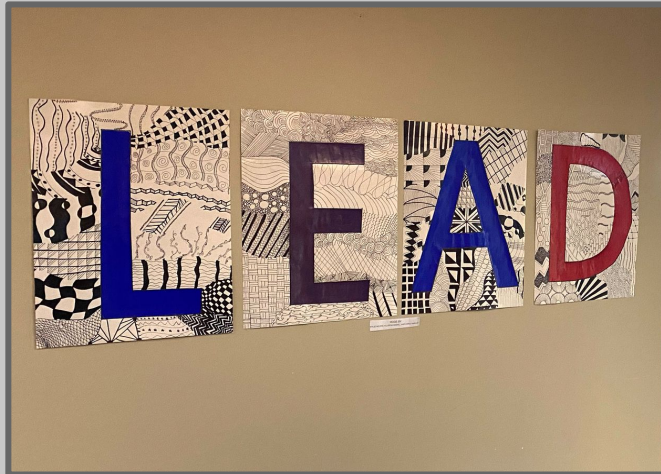
Park Hill, MS

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Three small circles in a row, the first is light gray, the second is orange, and the third is light gray.

# Lead Innovation Studio

Freshman learn design thinking and leadership. They prototype solutions. Some earn provisional patents.



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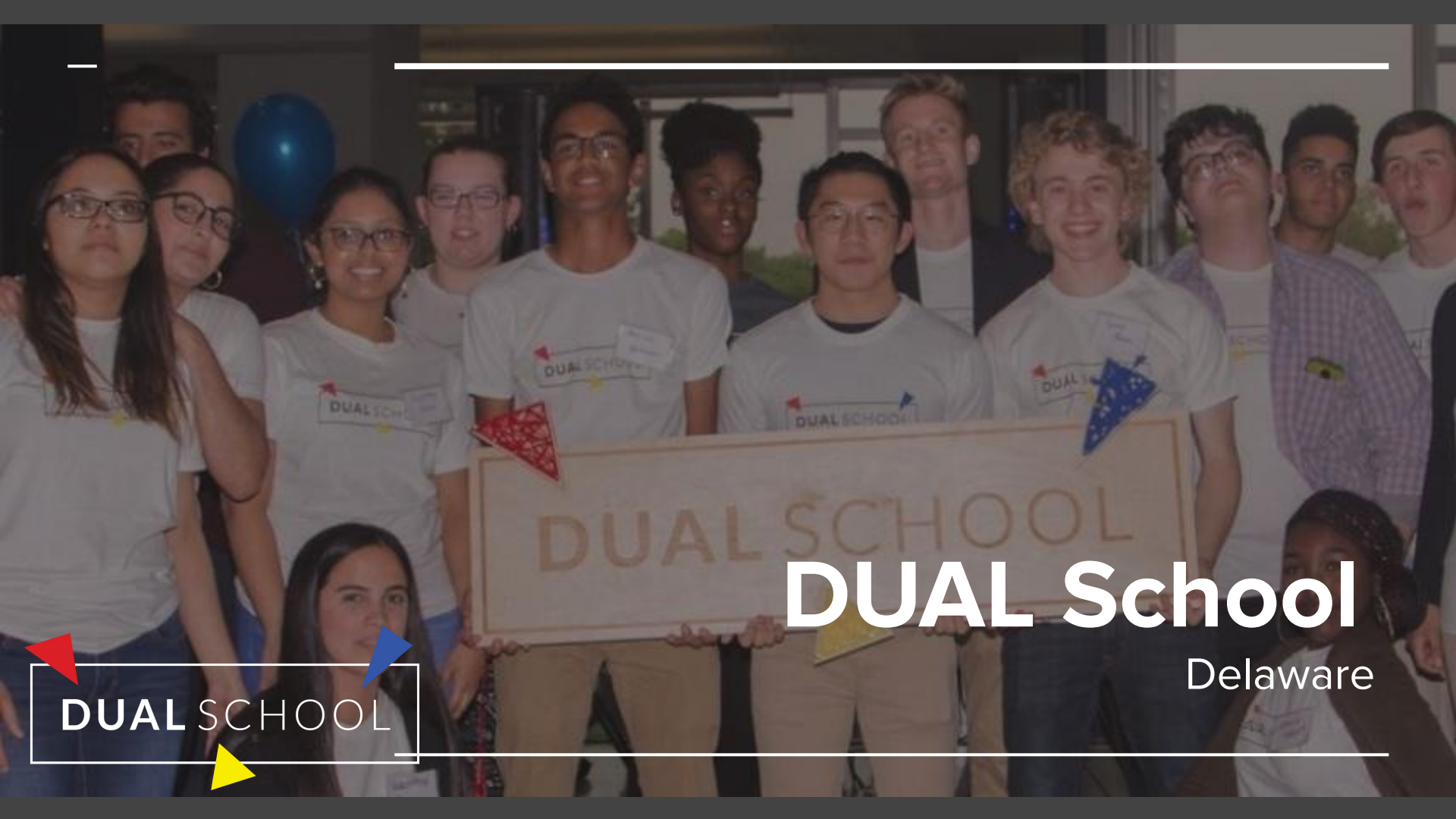
# Organizations That Support Entrepreneurial Experiences

- ❑ DUAL School
- ❑ StartedUP
- ❑ WIT
- ❑ Startable
- ❑ DECA
- ❑ NFTE
- ❑ Startland



EWING MARION  
KAUFFMAN  
FOUNDATION





# DUAL School

Delaware



# DUAL School

Delaware school partner  
and afterschool program

Projects empower youth  
to pursue ideas

12 week idea Incubator

Social Change Fellowship



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A group of approximately 15 diverse young people, including students and professionals, are smiling and posing for a group photo. They are standing in front of a large, colorful wall graphic that features the word "INNOVATION" in large, white, sans-serif capital letters. The background is a collage of blue and purple tones with various abstract shapes and patterns. Some individuals are wearing name tags.

# INNOVATION

# The STARTedUP Foundation

Indiana



**START<sup>ed.</sup>UP**  
FOUNDATION

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# STARTedUP

Students tackle a social challenge by developing a product, service, or solution with a team

Hackathon

Student Venture Fund,  
30-Day program

Student Innovation Nights





# WIT: Whatever It Takes

San Diego, CA



Image credit: Courtesy of WIT | Whatever It Takes



# WIT

Teen entrepreneur education

Provides college credit entrepreneur programs for 6th - 12th graders

Hosts 1-day teen-only hackathons around the country



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# Youth Entrepreneurs Academy

San Diego, CA

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# YE Academy

Free curriculum and support of entrepreneurial mindsets, economics, marketing and planning.

Guides for pop-up businesses

Foundational Values



## Pop-Up Business Challenge

- Comparative Advantage
- Customer Focus
- Demographics
- Freedom
- Knowledge
- Market Research
- Opportunity
- Psychographics
- Responsibility
- Sound Judgment
- Subjective Value
- Target Market
- Win-Win Focus

It can be easy to be creative and plan a business when the sky is the limit, but how creative can students be when strict constraints limit opportunities? Students will be asked to launch a pop-up business and turn a profit, but there's a catch - They will only have \$5 available as a loan or equity and only 1, 2, or 3 hours to operate their business.

### LESSON RESOURCES

-  [Pop-Up Business Challenge - Activity Guide](#)  
-  [Pop-Up Business Challenge - Student Handout](#)  
-  [Pop-Up Business Challenge - Sales](#)  



**Startable**

Pittsburg, PA



# Startable Pittsburgh

Out of school program focused on lean startup and engineering design

- Business Mentoring
- Design Workshops
- Pitch Competition
- Possible Cash Prizes
- Alumni Opportunities



respect   caring   courage   dedication   loyalty



# DECA

National Organization

# DECA

DECA NEXT Prepares entrepreneurs in marketing, finance, hospitality and management.

School Based Enterprise (SBE) with certification using national standards

Units on business models, entrepreneurial skills





**NFTE**  
National Organization

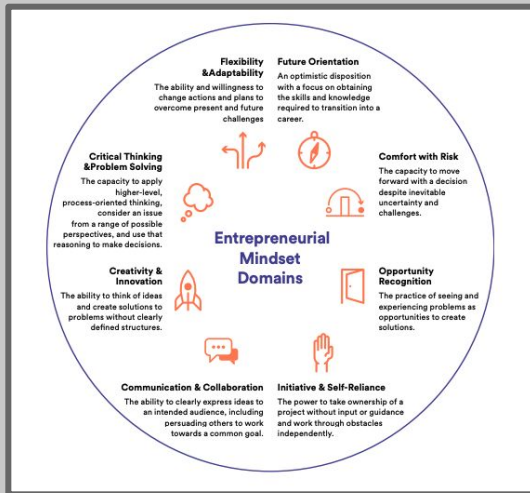


# NFTE

Grades 9-12, flexible for either a semester length course or infused with another curriculum

Pitch Competitions

Teacher Training





**STARTLAND**

INSPIRE INNOVATION

#RealWorldLearningKC



**Our mission is to  
unlock the starter in  
everyone.**



# Guiding Principles

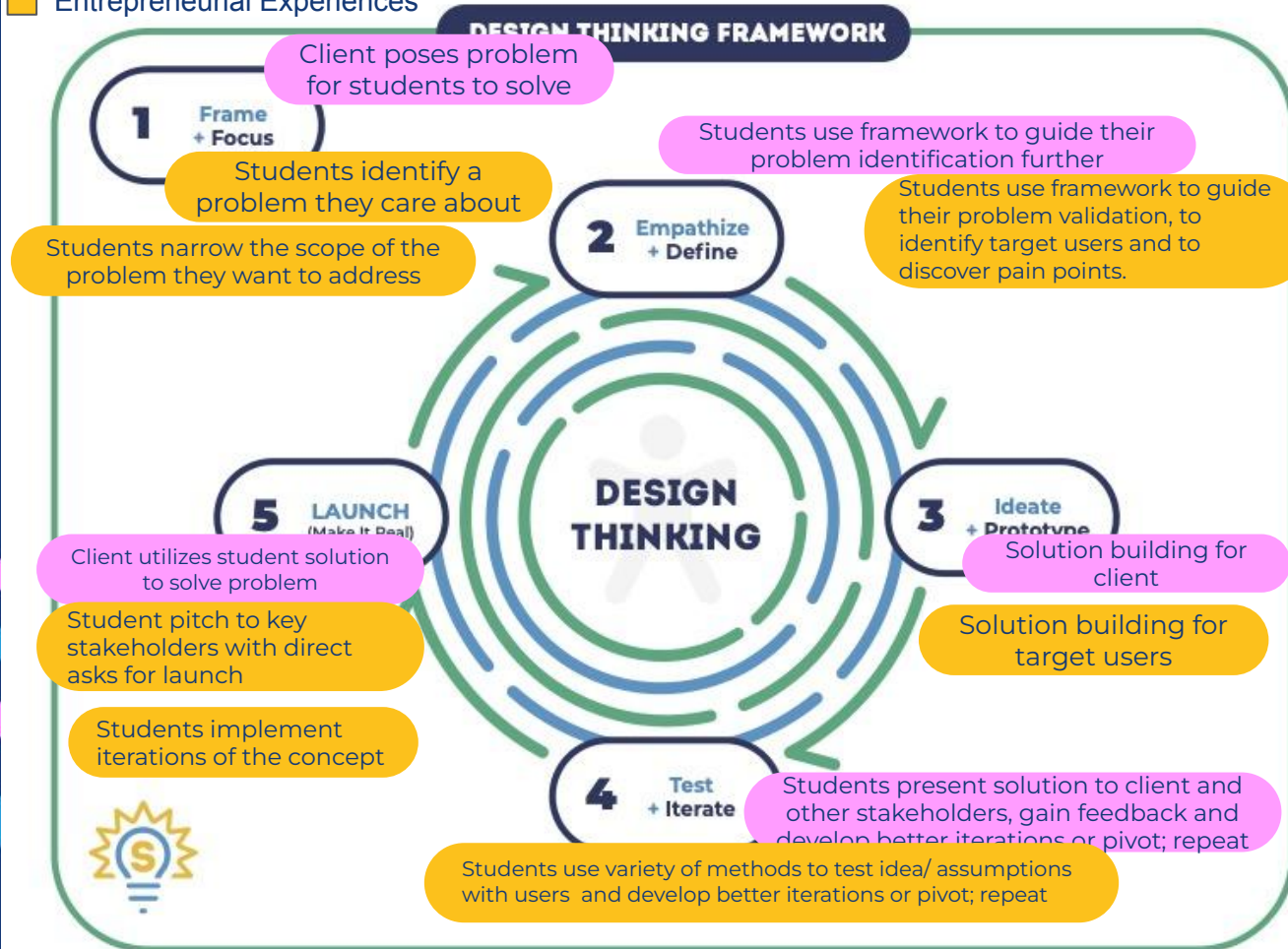
1. Defend the (creative) potential of all kids.
2. User Choice + User Voice.
3. Empowerment is integral to wellbeing.



**What's the difference  
between a client project  
and an entrepreneurial  
experience?**



- Client connected Projects
- Entrepreneurial Experiences





# Back to School Innovation Challenge

- "How might we empower young people to help solve the vaccination need in our community?"
- [Read about the Innovation Challenge Impact](#)
- [See Sion's impact go beyond the challenge](#)

Engage - Explore - Immerse

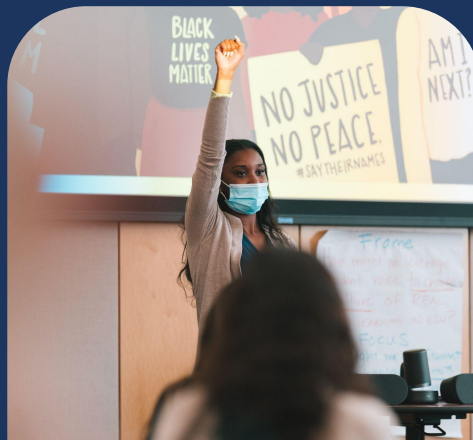




## Student Voice Working Group

- How might we leverage student voice to create a culture of Real World Learning In education?
- [Learn more about Student Voice here](#)
- [Read about Piper's Accelerate summit here](#)

Engage - **Explore** - Immerse





# SOCIAL CHANGE INTERNSHIP



## Engage - Explore - **Immerse**



*Girls Lead KC helps teens add their voice to politics. Kansas City Star*



*The Eye of an Immigrant receives America's Promise Power of Youth Challenge grant.*

## Week 1

**Creating a Teamwork Environment:** Students get familiar with their teams and meet their mentors, while focusing on forming the skills needed for the next 8 weeks.

## Week 2

**Defining the Problem and identifying the User:** Students define the problem they will be targeting and dive into design thinking with an emphasis on user centered design.

## Week 5

**Testing Ideas:** Students test their ideas by engaging potential users and identify the perceived value of their ideas.

## Week 6

**Launching a Pilot:** Students launch their ideas, test user engagement and experience, and collect data and feedback.

## Week 3

**Understanding ‘User-centered Design’:** Students talk to users, identify pain points and redefine their problem, while identifying potential partners and key stakeholders.

## Week 7

**Preparing an Idea for an Audience:** Students pivot or adjust their idea based on findings during week 1 of launch, decide what’s next, and prepare to pitch.

## Week 4

**Ideating Solutions for Users:** Students come up with solutions and create a prototype to present to potential users.

## Week 8

**Pitch and Pivot:** Students decide which ideas deserve to be pitched for growth and which ideas are showcased for the learnings obtained.

# Engage - Explore - Immerse

# Opportunities/ Resources

1. **Social Change Internship** grades 9-12 (Application deadline: January 7, 2022) [Apply here](#)
2. **Burns & McDonnell Fellowship for K-6 Educators-** design thinking (Application deadline: Nov. 30) [Apply Here](#)
3. Reach out for **design thinking PD** support. [E-mail us](#)
4. Educator resources: [startland.org/resources](https://startland.org/resources)






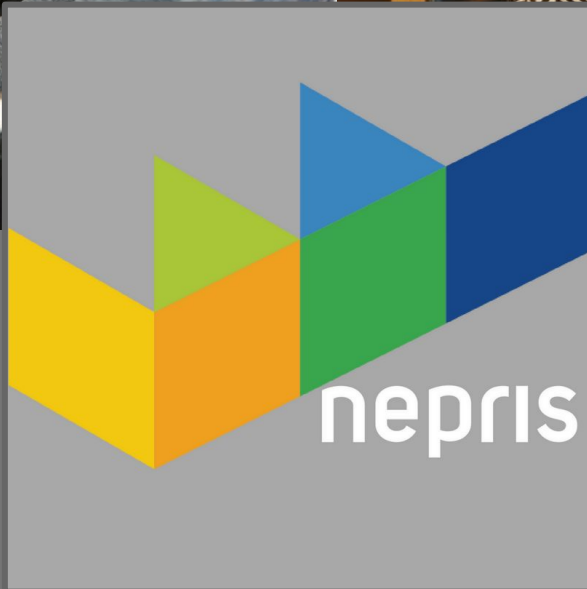


[www.theporterhousekc.com](http://www.theporterhousekc.com)

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# Resources

-  Curriculum
-  Tools
-  Funding



# Commerce Platforms



# Commerce Platforms



Brady and Forest started a real estate drone photo business

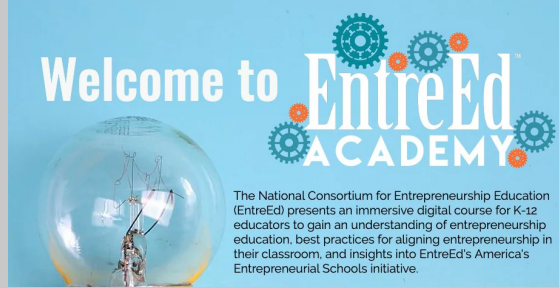


Daniel teaches 3D modeling on Udemy



# Curriculum

- [EntreEd Academy](#)
- [Ice House](#), by the [Entrepreneurial Learning Initiative](#)
- [Uncharted Learning](#)
- [Junior Achievement](#)
- [FBLA](#), PitchFests
- [NFTE](#)



# NFTE Course Sequence

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## Entrepreneurship 1

A foundational course focused on activating the entrepreneurial mindset as students learn how to create an original business plan and pitch their business

IN SCHOOL

## Entrepreneurship 2

An advanced course focused on business model validation, product development, and marketing that deepens the entrepreneurial mindset

IN SCHOOL

## Youth Entrepreneurship Challenge

Entrepreneurship 1 students can enter local and national pitch competitions for a chance to win seed capital to launch a business or pursue educational goals

COMPETITION SERIES

## Entrepreneurship and Small Business (ESB) Certification

Students completing Entrepreneurship 2 are prepared to take the Certiport ESB exam and earn an industry-recognized entrepreneurship certification

INDUSTRY CERTIFICATION

## World Series of Innovation

A global online entrepreneurship experience that challenges students to develop innovative solutions aligned with the UN Sustainable Development Goals

ONLINE

## Startup Tech

A unique classroom program blending entrepreneurship and tech, where students build a marketable app and create a business plan for their product

IN SCHOOL

## Venture

An online entrepreneurship experience that guides students through the process of building their own virtual business using a food truck scenario

ONLINE

## Entrepreneurship Essentials

A flexible/modular curriculum that can be blended or infused, semester or full-year, where students use lean startup methodologies to develop and test business ideas

IN SCHOOL

# Entrepreneurs Need Funding

- Impact initiatives and business ventures typically require startup funding
- Mini-grants could be made by district foundations, Rotary and Kiwanis clubs

# Upcoming Sessions

December 16, 8:00 am  
Building Quality Client-Connected  
Projects

January 20, 8:00 am  
Artificial Intelligence and RWL

# ThankYou!

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