MASN

Engage & Empower Youth through Entrepreneurship
• keeping kids safe
• helping working families
• inspiring learning
VentureLab Global Community

- 100+ countries
- All 50 US states
Our mission: To create the next generation of innovators & changemakers by spreading the entrepreneurial mindset around the world and empowering anyone to be a champion for entrepreneurial learning.
MASN Quality

• 1.1.1.c - Recognizes that learning develops through experience and active participation.
• 2.4.2.a - Provides a safe learning environment where children and youth can explore and develop socially and emotionally.
• 2.5.2.a - Provides a learning environment where children and youth can explore and develop creative skills.
• 8.1.1.a - Models a positive attitude when working with children and youth.
MASN Quality

- Adults and youth **learn by doing** and through **practice**

- Adults **create opportunities** for **youth** to **explore and develop** socially, emotionally and creatively.

- Adults **model a positive attitude**
What is entrepreneurship?

1. Introduce yourself and create your team name
2. Discuss the question and answer with **only 5 words**
3. Elect 1 person to type your response in the main room chat and include your team’s name
4. Be ready to explain.

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From Me to Everyone:
Team Thunderwonderful: red, grass, one way street, coffee
Group A: greetings Earthling, yellow submarine, acceptance, yes
Entrepreneurship is more than simply wanting to start a business

Entrepreneurship = Thinking + Doing

Entrepreneurship = Mindset + Skillset
The Entrepreneurial Mindsets & Skills

- Curiosity
- Growth Mindset
- Courage
- Persistence and Grit
- Opportunity-seeking
- Problem Solving
- Redefining Failure
- Optimism
- Resourcefulness
- Adaptability
- Empathy

- Creativity
- Teamwork
- Idea Generation
- Market Research
- Opportunity Analysis
- Design Thinking
- Prototyping
- Business Model
- Pitching
- Public Speaking
Entrepreneurship is...

- A ways of **thinking**, **doing**, and **learning**
- A process of **creating**, **iterating**, and **persevering**
- Integrated, **interdisciplinary approach to learning**
- **Relevant and real-world** experience for students
- **Youth voice & choice** amplified
Why Entrepreneurship

- **LONG TERM - Decade**
  - Increase local, economic opportunity – business dev & jobs
  - Recruit back the urban flyers - reverse population decline

- **MID TERM - Year**
  - Positive youth development: confidence, independence, resilience
  - Mastery

- **SHORT TERM - Day**
  - Kids have fun, positive learning experiences
65% of children entering primary schools today will likely work in roles that don’t currently exist.
# Future Ready!

## Top 10 skills

<table>
<thead>
<tr>
<th>in 2020</th>
<th>in 2015</th>
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<tbody>
<tr>
<td>1. Complex Problem Solving</td>
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<td>6. Emotional Intelligence</td>
<td>6. Quality Control</td>
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<td>7. Judgment and Decision Making</td>
<td>7. Service Orientation</td>
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* World Economic Forum Jobs of the Future Report 2018
“Imagination is envisioning things that don’t exist.

Creativity is applying imagination to address a challenge/need/opportunity.

Innovation is applying creativity to generate unique solutions.

Entrepreneurship is applying innovation, scaling the ideas.”

-Aspen Institute
Creativity: Play (Wacky Inventions Inc.)

1. OBSERVE: For each object, ask:
   1. What does it do?
   2. Who uses it?
   3. What else could we do with it (or some of its features/parts)?
2. BRAINSTORM: How might we combine the different features of the product to come up with something new? The wackier the better!
3. PITCH: Select 1 idea, give it a name and come up with a slogan.
   *Elect 1 person to type your response in the main room chat and include your team’s name

Example:

From Me to Everyone:
Team Thunderwornderful: toothbrush and nail. The Shoeperduper 5000, clean you shoes in seconds!
CURIOSITY
Always ask "why?" and "what if..." to seek new and creative ways of learning and doing.

GROWTH MINDSET
Recognize your potential to learn and accomplish anything you work hard to achieve.

COURAGE
Dare to step out of your comfort zone to accomplish great things.

PERSISTENCE & Grit
Learn to work through failure to create solutions for the problems you are passionate about.

OPPORTUNITY SEEKING
Actively observe, identify, and act on circumstances where you can innovate or solve a problem.

PROBLEM SOLVING
Proactively develop creative solutions to the problems around you.

EMBRACING FAILURE
Learn to work through difficult moments and view failure as an opportunity to grow and learn something new.

OPTIMISM
Be confident and hopeful in your ability to innovate and your potential for making an impact.

RESOURCES
Develop quick and clever ways to overcome challenges (and don’t worry, you can always iterate!)

EMPATHY
Think about other people's needs and feelings keeping these in mind when solving a problem.

ADAPTABILITY
Make smart changes when challenges arise without losing heart or giving up.
Entrepreneurial Mindsets

- Share something you’ve learned how to do. Ex: cooking rice, using Zoom, coding, be a facilitator of learning
- Discuss:
  - What was it like to learn something? How did it feel?
  - What role did failure play in the process?
- Everyone types responses in the main room chat.

From Me to Everyone:
Learning to cut my wife’s hair was nerve wracking! I couldn't afford to fail!
Entrepreneurial Mindsets

- This is what we ask of our students daily.
  - Take risks
  - Be vulnerable
  - Experience frustration & failure
  - Be optimists
  - Have a growth mindset

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**Embracing Failure**

Learn to work through difficult moments and view failure as an opportunity to grow and learn something new.

**Persistence & Grit**

Learn to work through failure to create solutions for the problems you are passionate about.

**Optimism**

Be confident and hopeful in your ability to innovate and your potential for making an impact.

**Growth Mindset**

Recognize your potential to learn and accomplish anything you work hard to achieve.
Inspire Entrepreneurship

Professional Staff/Aid/Instructor Learner Mindset

- Sage on the Stage.
- Guide on the side.
- Guide on the ride!
Create a safe learning environment

• “Be the change…” Model failure in your daily teaching practice

• Be comfortable with failure in your classroom
  • Emphasize skill development, practice and effort over talent or ability
  • Focus on learning as a process (not grades)

• Give students permission to fail safely - they will never be punished for failure but they will be held accountable for learning from it
Student Interaction Role Play

1. Assign Roles: A frustrated student who experiences failure in some task.
2. An instructor

What do you say to the student? How do you address what they are feeling and help them accomplish their goal.

Switch roles so that people can experience being the student and the teacher. After each role play, quickly discuss how the teacher responded and if you agree or disagree.
How to talk about failure

• Attend to emotions first! Then....Ask open ended questions:
  • Tell me about what happened…
  • Tell me about what you wanted to happen…
  • Why didn’t that happen?
  • What can be done differently next time?
  • How can I help you with that?

• Focus on learning as a process

• Break down what to do next into actionable steps
How to NOT talk about failure

• Do not deflect failure by focusing on an alternative strength
  • Don’t worry you might not be good at math but you’re really good at art.

• Beware false optimism
  • don’t worry, next time you’ll be fine!
  • This is just a blip you usually get A’s
How to talk about success

- Recognize and celebrate THE WORK and the PROCESS
  - Yeah! You’ve been working hard and it is showing!
  - Alright! Tell me what happened!
  - Nice! You’re improving!
  - What did you do differently this time?
  - What will happen if you keep practicing?

- Focus on learning as a process

- Do NOT say…Good work! Perfect! Now you’ve got it!
Learning is a process.
# Entrepreneurial Skills & Process

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<td>10. <strong>PITCHING</strong></td>
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### 1. CREATIVITY
Being creative means being bold and imaginative and not limiting your thinking to what’s already done.

### 2. TEAMWORK
It’s rare for someone to accomplish things alone. Seek out teams with diverse perspectives, skills, and talents.

### 3. PUBLIC SPEAKING
When you have opportunities to speak about your idea, you want to do so as effectively as possible (this takes practice!)

### 4. IDEA GENERATION
The key to innovation is to let your mind spread its wings and fly. The more ideas the better, wild and silly ideas welcome!

### 5. OPPORTUNITY ANALYSIS
Entrepreneurs look for different patterns and trends to see if an idea will be successful and if it’s the right time to get started.

### 6. MARKET RESEARCH
It’s important to gather information about your potential users so you can turn your ideas into something they will want.

### 7. DESIGN THINKING
To develop effective solutions, entrepreneurs need to put the user first and seek out feedback in order to design with uses in mind.

### 8. PROTOTYPING
Entrepreneurs create prototypes—simple models to explain their idea, get feedback, and learn how their product can be improved.

### 9. BUSINESS MODEL
Business models help answer questions like: What will it cost to make your product? What should you change?

### 10. PITCHING
Rallying people around your idea is critical! Effective “pitches” to potential users and investors are clear, short, and persuasive.
Missouri Afterschool Entrepreneurship

“Accelerator Without Walls”

1) Exposure & Exploration
   Entrepreneurship 101, creative and collaborative problem solving, opportunity recognition, interest, mindset

2) Skill-building
   Ideation, business model canvas, prototyping, concept validation, pitch events, mindset, skillset development

3) Immersion
   Near-peer mentoring, advisor consultation, pre-launch and launch (youth marketplaces, business camps, 1 Million Cups, Hack-a-thons, Startup Weekend)

4) Experience
   Entrepreneurial job shadowing, internships, early stage mentoring, financing and goal-setting

Missouri youth with an entrepreneurial mindset and skillset...
...connected to the Missouri entrepreneurial ecosystem...
...with career paths and postsecondary plans in Missouri

Youth Entrepreneurship Pathway
Missouri Afterschool Entrepreneurship
“Accelerator Without Walls”

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