

Chasing the Dream

Entrepreneurship Camp



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A Profile of CHASING THE DREAM

With JPMorgan Chase funding, the Delaware Financial Literacy Institute created *Chasing the Dream*. This two part program included an entrepreneurship camp for at risk students and a "train the trainer" program for teachers and nonprofit youth leaders. *Chasing the Dream* focuses on entrepreneurship as a viable career option and as a method for asset building. The camp was designed for at risk students in grades 4-9 but is appropriate for students of all ages, abilities, and socio-economic levels.

The training and camp were successful in large part due to the power of partnerships. In addition to financial support from JPMorgan Chase, the Center for Economic Education and Entrepreneurship provided curriculum support and recruiting help; camp and training sites were provided by Marion T. Academy and YWCA HomeLife Center; the City of Wilmington gave us free permits to hold Market Days in Rodney Square, which is the center of the downtown business district; a local convenience store, WaWa, provided beverages for the camp meals; and Forte Sports provided gift items for campers. The Hispanic Business Association, First State Community Loan Fund, National Association of Women Business Owners, and WSFS all provided resources for an entrepreneurial roundtable.

Nonprofit leaders and educators trained included representatives from the YWCA, Boys and Girls Club, First State Community Action Agency, Girls, Inc., City of Wilmington-Office of Economic Development, Stop the Violence Coalition, Child, Inc., Delaware State University Center for Enterprise Development, La Paz Diversity Group, Girard College, Generation E (Battlecreek, MI), New Castle County Community Partnership, Brandywine Friends of the Children, Ninth Ward Civic Association, Marion T. Academy.

In April 2007, we provided a week-long experience for 24 nonprofit leaders, training them to use interactive teaching strategies to provide venture creation opportunities for students. In July 2007, 26 middle school students in grades 4-9 participated in a weeklong entrepreneurship camp. The key factor in the training is having the participants experience the same lessons and activities as the campers would have. Both programs were unique in the teaching strategy: the experiences were hands-on, interactive, and went beyond the walls of the training facility...both campers and those in the training program took Entrepreneur Tours, dined with entrepreneurs and those with entrepreneurial resources, and participated in Market Days in Rodney Square in the downtown Wilmington Business District.

Outcomes:

Camps were replicated by a classroom teacher at Marion T. Academy, at a Sparrow Run Community Center through Girls' Inc., and by a 9th Ward Civic Association; 3 camps were run by First State Community Action Agency in Sussex County. The program was replicated in the YMCA Casa After School Program at Conrad Middle School. In addition, material was integrated in the JET program and presented to entrepreneurship educators at Delaware State University. One camp is currently being held at a Boys and Girls Club for students involved in a CFED matched savings (IDA) program. The *Chasing the Dream* program was adapted for residents of YWCA Homelife Management Center (for homeless families.)

One camper at the First State Community Action Agency Camp started a viable summer lawn care business in Sussex County. Training participants' networking resulted in one group being asked to serve as caterers for the annual Harvest Moon Festival held by the Delaware Nature Society.

One participant in the train the trainer program said the experience encouraged him to apply for admittance to a degree program in social work as well as to serve as a volunteer counselor in our summer camp. Meeting a representative of the U of D Center for Economic Education and Entrepreneurship led to one participant in the training program creating a semester long internship program for University of Delaware entrepreneurship students of Dr. Jim O'Neill to work with business startups at the YWCA Small Business Incubator. Three members of the training program worked with First State Community Loan Fund to investigate starting their own businesses. At least four of those in the train the trainer program received scholarships (covering registration, hotel, and meals) to the Annual Forum of the Consortium for Entrepreneurship Education. *Chasing the Dream* was spotlighted on Comcast News Money Matters and in *The News Journal*.

Beyond a doubt, the highlight of both the training and the camp was Market Day in Rodney Square, the busy center of our downtown business district. Ventures ranged from hot dogs and sausages to fruit smoothies and shoe shines. Two entrepreneurs who created lavender scented potpourri bags and the camper who created marshmallow shooters netted over \$100 each. The experience was instrumental in showing the trainers the power and potential teachable moments of venture creation and the campers the power and potential of their venture creation efforts.



Materials used:

CG International worked with us to adapt its training program creating the manual, *Chasing the Dream*, for the Train the Trainer component of our program. info@cginternational.org

ENTREPRENEURIAL *CATS, a handbook of creative activities and thinking strategies, easy to use business plans, and evaluation activities, is available from the Delaware Financial Literacy Institute. info@dfl.org

CHASING A DREAM!

5 Day Camp Model

Day 1 DREAMING

Talent Search

Warm-ups

What is an Entrepreneur? Stew Leonard Video and Activity

Pencil Factory - Learning to Plan

SCAMPER

M&M Busine\$\$ \$tartUp

Marvelous Mergers

ScADenger Hunt

WOW! A Dozen Strategies to Launch Your Own Venture

I've Got a Problem - Brainstorming

Day 2 DUE DILIGENCE

Warm-ups

Give Me a Sign

It's in the Bag

Lunch with Entrepreneurs and SCAN Sheet

Thank you notes

ABC's of Business Startup

SCAMPER

Entrepreneurs Mind Their Own Businesses

Day 3 GET READY, GET SET...

Warm-ups

Entrepreneur Tour

Tour Debriefing

Countdown to Market Day - Signmaking

It Figures: Keeping Track of Costs

Ready, Get Set...

Day 4 GO! MARKET DAY

Warm-ups

Off to the Market...

Market Debrief: Did Your Business WOW the Customer?

The Bottom Line: Profit or Loss or Break Even? 100

Day 5 COULDA, WOULD, SHOULD

Warm-ups

The Entrepreneur in Me

PMI - Evaluation of Business

The Emperor and the Unethical Entrepreneurs

Marvelous Mergers

SCAMPER

Camp Evaluation

Graduation

Activities listed above are from *CATS for Venture Creation ~ Creative Activities and Thinking
Strategies available in 2008 from info@dfli.org

Warm-Ups

Day 1

QUOTE OF THE DAY

Whatever you are, be a good one. Abraham Lincoln

What did Lincoln mean?

What would you be good at doing?

NAME GAME

What business does each name represent?

Dog House is really a _____ but it could be a pet supply store.

Forty Quarters really sells _____ but it could sell _____.

Fast Lane is really a _____ but it could be a _____.

Chain Reaction really sells _____ but it could sell _____.

Answers for NAME GAME: A restaurant that sells hotdogs. A store where all clothing is \$10 or less.

Track repair. Bikes.

THE NAME'S THE GAME

Think of clever, unique, or functional names for the type of businesses below.

Hair Salon _____

Web Hosting and Design _____

Pet Service _____

DOUBLE TROUBLE

Combine two or more products or services to come up with a new business idea.

A babysitter for pets (A pet hotel or...) _____

A veterinarian with a delivery service _____

A hotel and a bookstore _____

A furniture store and a clothing store _____

BAKER'S DOZEN

In a minute or less, list 13 businesses that have low startup costs.

ALPHABET SOUP

You have 2 minutes...list from a to z types of businesses you would find in a mall.

You have 3 passes!

WORD OF THE DAY

TARGET MARKET

WOW!

A Dozen Strategies to Launch Your Own Venture

1. ??? of the Month - People will be on the lookout for your next _____.
2. Something from Nothing - Look around for resources that will cost you little or next to nothing. Pocketbooks from old jeans, old shoe planters, can luminarias , _____.
3. Pampered Pets - Consumers are spending record amounts on their pets. Provide a service or come up with a totally terrific pet toy, tool, collar, or _____.
4. Luxuries and Everyone's Busy - People like to be pampered. People are looking for a helping hand. Take out the trash. Take laundry to the dry-cleaner. Pick-up and return videos. Housesit. Wait for deliveries. Create trendy phone and beeper cases. Pick up take-out food or _____.
5. Compute This! - If you have computer skills and access to a computer, you can sell personalized cards, labels, or _____. Consider services such as teaching someone to use a computer or setting up a new computer or _____.
6. Buy Low! Sell high! - Keep your eye open at dollar stores and flea markets. Find wholesale outlets or catalogs. Try buying and reselling _____.
7. One Man's "Junque" - Clean your room for easy cash! Offer to clean attics and garages. Find out what people are looking for! Earn cash from old _____.
8. Cookin' up an idea - Family recipes, comfort foods, foods "from scratch," chocolate-covered strawberries or even _____.
9. Do it better! - I can make a better _____.
10. K.I.S.S. - Keep It Simple, Sweetie! The best ideas are often so simple that they are overlooked. One simple product people would buy is _____.
11. Green Thumb - Good Gardening? Access to a power mower? Willing to weed? Raise plants from cuttings and seeds or even _____.
12. Do anything you can do, that you enjoy doing that people will pay you for - The sky's the limit! I bet someone would buy _____.



Busine\$\$ \$tartUp



What do you need to open for business?
You're on a limited budget and can only spend the money (M&M's) in your bag. You'll have to make trade-offs when deciding what to buy to get your business open and running this month!

Advertising - Billboard		Rent or Mortgage		Lighting and Electricity	
Advertising - Signage		Banking Services		Promotional Supplies	
Advertising - Radio/TV		Paper and Other Office Supplies		Professional Dues and Organization fees	
Advertising -Print		Training		Toilet Paper, Soap, Paper Towels	
Cash Register and Credit Card Machine		Trucks		Stock or Raw Materials To Begin Production	
Office Furniture		Liability Insurance		Security	
Computers, Printers, and Software		Property Insurance		Production Equipment/Capital	
Trade Magazines, Professional Books, and Manuals		Company Car		Cleaning Services	
Attorney's Fees to Incorporate		Cleaning Supplies		Salary - Sales	
Business Cards, Bags, Boxes, Letterhead		Accounting and Auditing Services		Salary - Office Staff	
Phones, Service, Internet Connection		Health Insurance and Benefits		Salary - Production Crew	
License Fees		Bottled Water and Water Dispenser		Uniforms	
Display Cases and Shelving		Bookkeeping and Audit Services		Other:	

Marvelous Mergers

A recent AOL article posed some interesting corporations to consider merging.

Imagine a merger of FedEx and American Airlines. ("When you have to be there overnight, be sent FedEx.")

Imagine a merger of Weight Watchers and Godiva Chocolatiers.

Imagine a merger of a casino and a pawn shop.

Imagine a merger of a big hotel chain and Bed, Bath and Beyond.

Exercise your thinking and come with possibilities...

McDonald's and ...

Walmart and ...

Coca Cola and ...

Folger's Coffee and ...

Nike and ...

An online bank and ...

What mergers would you create to bring a smile to your face and a profit down the line?

Free Kittens With 25¢ Lemonade

1. Is this an effective sign? YES NO

Why or why not?

2. On another wavelength, are the kittens "free"?

3. "There is no such thing as free lunch." What does this saying really mean?

The ABC's of Business Startup

Twenty Six Things I Need to Start a Business!

A	N
B	O
C	P
D	Q
E	R
F	S
G	T
H	U
I	V
J	W
K	X
L	Y
M	Z

Entrepreneur Interview SCAN Sheet

Entrepreneur: _____

Business Name: _____

S

pecial skills and
talents

C

haracteristics of an
entrepreneur

A

ttitude and
viewpoint about
owning a venture

N

ew thoughts I can
apply to myself or
my venture

Did Your Business WOW the Customer?

Name:

Name of your venture:

Use the WOW Chart below to evaluate your business.

+ **W**ild!
Wonderful!!
Worked well!!

- **O**h, no
I should have...
I could have...

 **W**hat a great idea ...

Creating an Entrepreneurial Environment

Create a stimulating atmosphere: things to read, observe, touch, question and wonder about; things to do; new words to learn.

Teach the art and power of "Please" and "Thank you" and the thank you note. Model good manners.

Create a safe haven for risk taking. Look at problems as opportunities. Encourage positive thinking.

Encourage **positive talk**. Talk toward the behavior you are seeking. Use "remember" instead of "Don't forget." Plan to "Do" rather than plan to "Don't."

Encourage questions. You don't need to know all the answers. Be a model for lifelong learning.

Have high expectations.

Teach and model networking. Practice oral and written communication.

Teach a solid handshake.

Teach creative problem solving skills such as SCAMPER.

Teach a basic **decision making model** and add the critical final step!

1. State the problem.
2. List the alternatives.
3. Set criteria.
4. Evaluate the alternatives.
5. DECIDE.
6. EVALUATE YOUR DECISION.

Forget the walls. Venture out into the community. Find mentors and visiting "professors" and real life learning labs.

Encourage independence: "You can handle it yourself."

Share the super successful entrepreneur Ewing Marion Kauffman's philosophy:

- Those who produce share in the rewards.
- Follow the Golden Rule.
- Serve the community.

LAUGH. Laugh some more. Word play and pun foster creativity.

Collect catalogs for your entrepreneurs to peruse.

Share toys and interesting souvenirs.

Collect, display, share, and discuss stories of entrepreneurs and ventures.

Make a business card display.

Teach the art of the trade-off and how to pick one's battles.

Connect learning to the world of work.

Make the camp or classroom your venture! What is your **unique selling point**? How do you **differentiate** yourself?

Use a timer to make young entrepreneurs aware that time is a valuable, **non-renewable resource**.

Talk about priorities. "Must Do", "Should Do," and "Nice to Do" lists can help with organization of time. Model keeping a calendar, either on paper or electronically.

Be flexible. Model being flexible. Go with the flow! Ventures your students pursue in their futures may not even exist today.

Entrepreneurship education is about making a job, not taking a job. **Intrapreneurship** is making a job within an existing organization. Corporations today seek **intrapreneurs** who can say "This is what I can do for you..."

It has been said that society offers few options for the uneducated. Help young entrepreneurs find different ways to begin to acquire the education, experiences, and know-how they need to compete in the global economy of today...and tomorrow.

Post quotes everywhere.

Whatever you are, be a good one. Abraham Lincoln
If you find a job you love, you will never work a day in your life. Unknown



Book Shelf for Entrepreneurial *CATS

Creativity Handbooks

*ENTREPRENEURIAL *CATS*, an electronic handbook of *creative activities and thinking strategies, easy to use business plans, and evaluation activities, will be available in 2008 from the Delaware Financial Literacy Institute. info@dfli.org

A Kick in the Seat of the Pants - Roger von Oech

A Whack on the Side of the Head - Roger von Oech

Creativity - Picture Books for All Ages

A Pair of Red Sneakers- Lisa Lawson - advertising

Chickens! Chickens!- Barbara Ann Porte - finding your niche

So You Want to be an Inventor - Judith St.George

The Fortune Teller- Lloyd Alexander - self-fulfillment

The Principal's New Clothes - Stephanie Calmenson - ethics

Tops and Bottoms - Janet Stevens - ethics, the art of the deal

Toothpaste Millionaire - Jean Merrill - a complete guide to entrepreneurship in an easy to read fiction format, grades 3 up

Who Wants a Cheap Rhinoceros? - Shel Silverstein - creativity

Entrepreneurship Guides

The Complete Idiot's Guide to Starting Your Own Business - Edward Paulson and Marcia Layton - practical and easy to read guide

You Need To Be A Little Crazy - Barry J. Moltz - "The truth about starting and growing your business"

Video Reference

Inside Stew Leonard's - order from 1.800.729.7839 and ask for Linda

This \$9.95 video is a wonderful introduction to customer & employee relations, work ethic, demand, marketing...

Professional Organization

Annual Forum of the Consortium for Entrepreneurship Education -

A wonderful networking opportunity and chance to learn best practices, *scholarships for teachers and youth leaders* http://entre-ed.org/_network/forum.htm

Training Manual

The training manual used was adapted for *Chasing the Dream* is available from CG International. Phone: 902.482.3711 Email: info@cginternational.org