



**TEACHING  
ENTREPRENEURSHIP  
SUMMIT**

**WELCOME TO**



**Making Entrepreneurship  
Relevant to All Students**

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**TEACHING  
ENTREPRENEURSHIP  
SUMMIT**  
WINTER 2021

**Students don't  
see themselves  
as entrepreneurs**

**Disengage**

# Objective:

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Engage all  
students.

~~Class.~~

Course.

# Agenda

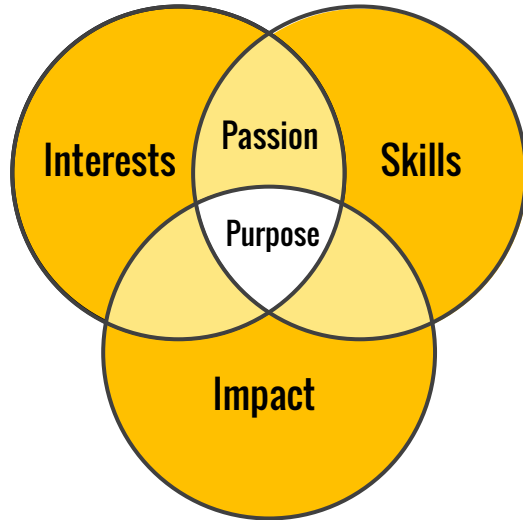
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1. Updated exercise
2. Integration

# Experiment:

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## Updated Pilot **Your** Purpose



# Before We Start

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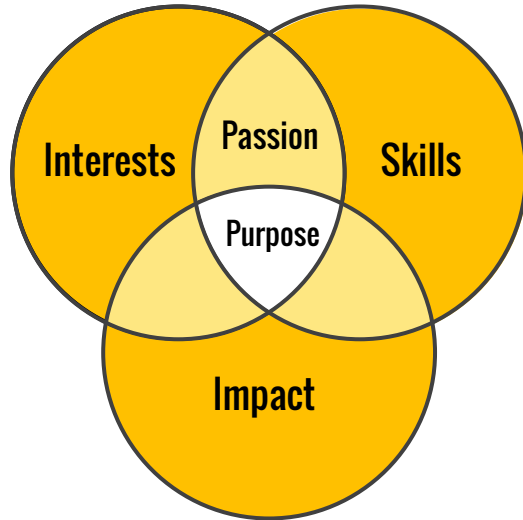
## Not Idea Generation

- What excites you?
- No commitments
- Explore **freely!**

# Experiment:

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## Updated Pilot **Your** Purpose



# Share Purposes

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## 10 min breakouts

- Intro
- Did it work?
- Modifications  
you'd make?

# Students Share

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- With each other
- With you

# Case Study

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**Benson Ong**

**Nanyang Polytechnic**

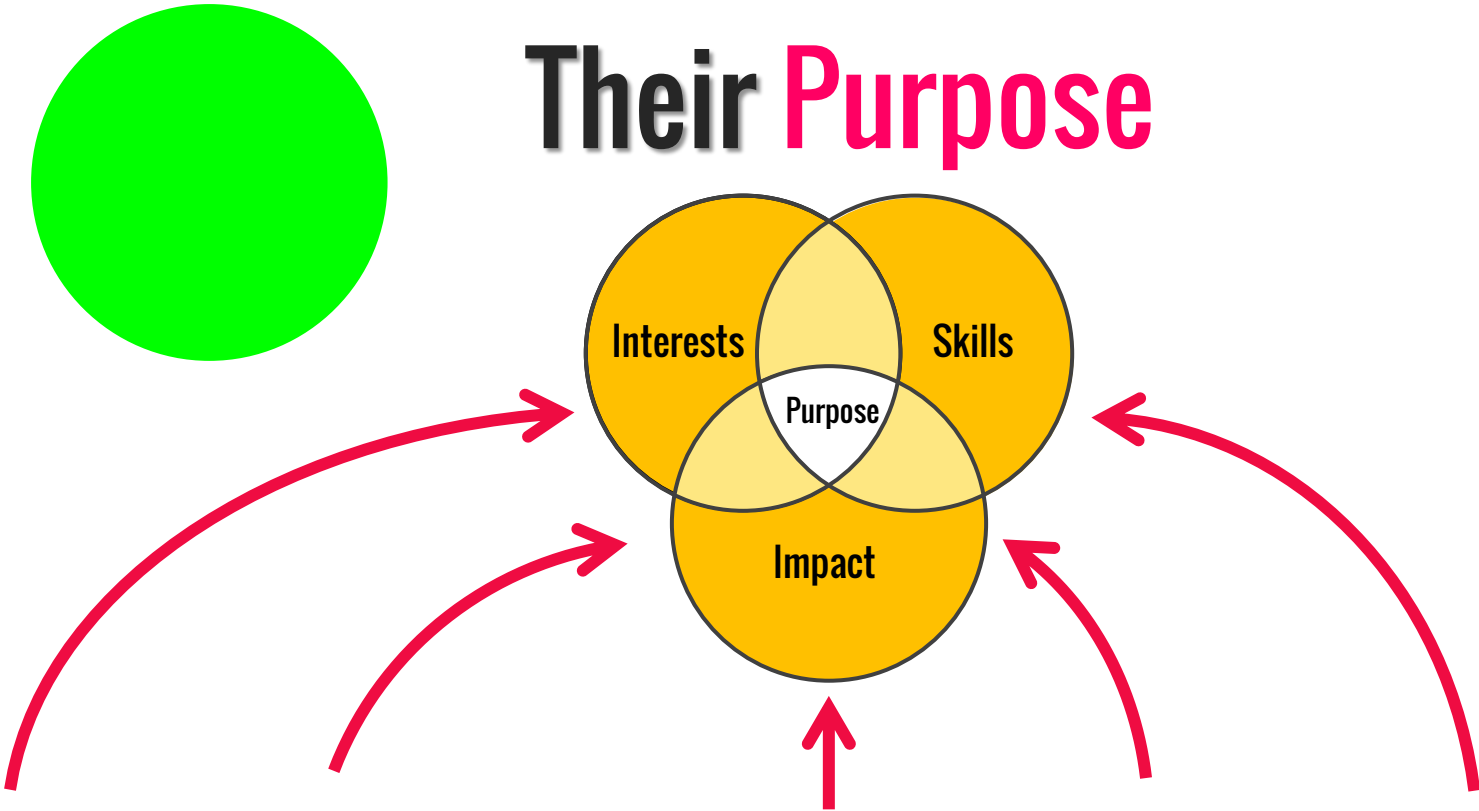
**Singapore**

# Agenda

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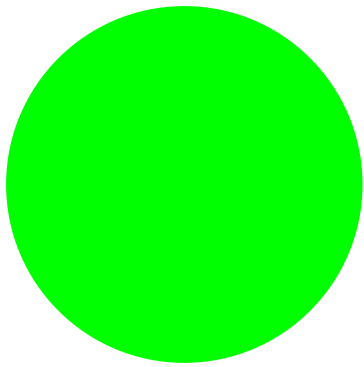
1. Updated exercise
2. Integration

# Their Purpose



# Integration

1. **Idea Generation**
2. **After each exercise**
3. **Two reflections**



# Idea Generation

2

Who are you passionate about helping?

Write here

Step 2

## Who Are You Passionate About Helping? ^

In the boxes below, type groups of people who you may not be a member of but are excited to help. Come up with **at least 4 groups**.

# Integration

**1. Idea Generation**

**2. After each exercise**

# After Each Exercise

1. **What was the goal?**

2. **How will you apply it to your purpose?**

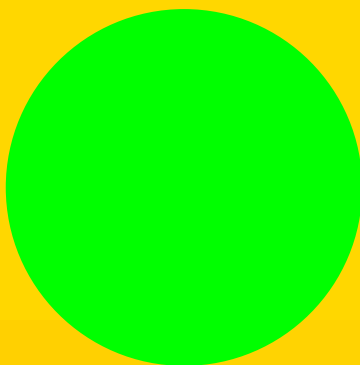
# Integration

1. **Idea Generation**
2. **After each exercise**
3. **Two reflections**

# Reflections

1. **Mid term**

2. **Final**

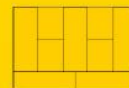
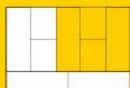
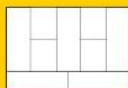


# Structured Curriculum

**EXEC**

Find a Problem Worth Solving

Find a Solution Worth Building



Weeks

1 - 2

3 - 4

5 - 6

6 - 8

9

10

10

11

12 - 13

14 - 15

Skills

Growth Mindset

Leveraging 1st Failure

Ideation Generation

Customer Interviewing

Problem Validation

Creativity & Design Thinking

Financial Modeling

MVPs & Prototypes

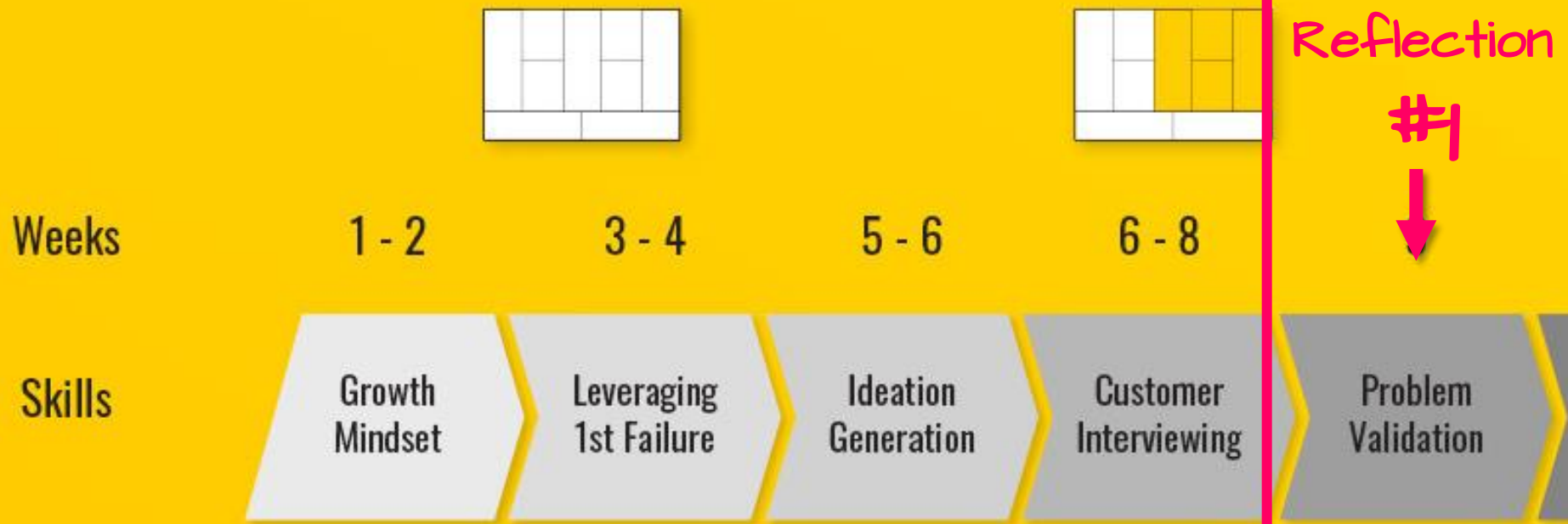
Running Experiments

Pitching & Storytelling

# EXEC



## Find a Problem Worth Solving



## Find a Solution Worth Building



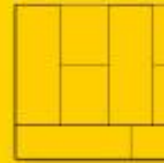
9

10



10

11



12 - 13

Reflection  
#2  
↓

Problem  
Validation

Creativity &  
Design  
Thinking

Financial  
Modeling

MVPs &  
Prototypes

Running  
Experiments

Pitching &  
Storytelling

# Reflection ?'s

1. **How has your** business model **evolved?**

2. **How has your** purpose **evolved?**

3. **What skills have you** developed to help you pursue your purpose?

# Integration

1. **Idea Generation**
2. **After each exercise**
3. **Two reflections**

# Your Integration?

1. **When will you do Pilot Your Purpose?**
2. **When reference it?**
3. **What reflections?**



# Share Integration

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## 10 min breakouts

- Intro
- What's your integration plan?
- Other engaging strategies?

# Agenda

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Updated exercise  
Integration

# Next: Lesson Plan

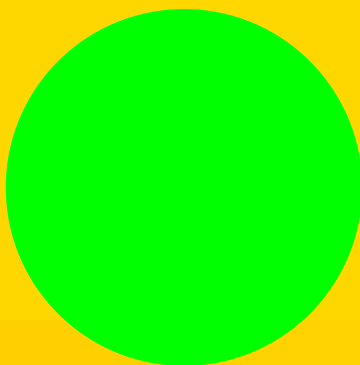
## Creating Facebook & Instagram Ads

### Demographic Targeting

Trait	Values	
Age Range (13 - 65+)	Minimum Age:	Maximum Age:
Gender (leave blank for all)	<input type="checkbox"/> Men	<input type="checkbox"/> Women
Income (US income levels)	<input type="checkbox"/> Bottom 10% <input type="checkbox"/> 10% - 25%	<input type="checkbox"/> 25% - 50% <input type="checkbox"/> Top 5%
Region (continent, country, state/province, city, zip code, etc.)	People living in:	For example, people living in: <ul style="list-style-type: none"><li>• North America</li><li>• United States</li><li>• California</li><li>• San Luis Obispo</li><li>• 93401</li></ul>

### Personal Targeting

Trait	Values
Interests, Behaviors, and Job Titles	For example: <ul style="list-style-type: none"><li>• <b>Job title:</b> barista</li><li>• <b>Interests:</b> climate change, the Gucci brand</li><li>• <b>Politically:</b> liberal</li><li>• <b>Living:</b> away from home/family</li><li>• <b>Relationship:</b> In a long-distance relationship</li><li>• <b>Personal events:</b> Anniversary within 30 days</li></ul>

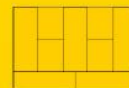
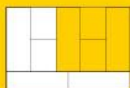
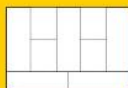


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Find a Solution Worth Building



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Skills

Growth Mindset

Leveraging 1st Failure

Ideation Generation

Customer Interviewing

Problem Validation

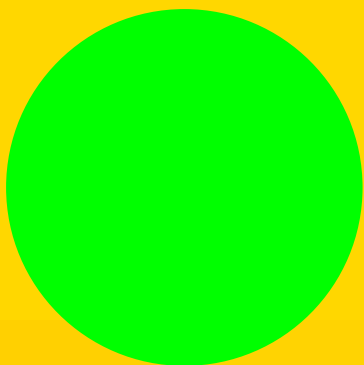
Creativity & Design Thinking

Financial Modeling

MVPs & Prototypes

Running Experiments

Pitching & Storytelling

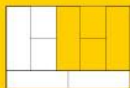
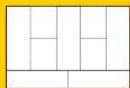


# New: Student Experience

**EXEC**

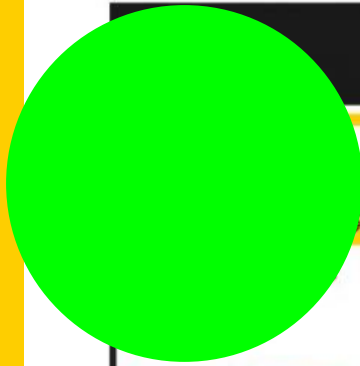
Find a Problem Worth Solving

Find a Solution Worth Building



Weeks      1 - 2      3 - 4      5 - 6      6 - 8      9      10      10      11      12 - 13      14 - 15

Skills      Growth Mindset      Leveraging 1st Failure      Ideation Generation      Customer Interviewing      Problem Validation      Creativity & Design Thinking      Financial Modeling      MVPs & Prototypes      Running Experiments      Pitching & Storytelling



# BUSINESS

## Key Activities

Software development  
Homeowner support  
Traveler support  
Legislation

Experience creators

Airlines

## Diffusion of Innovation

Early Adopter %

Early Majority %

EM to EA Ratio

## Annual Revenue

## Annual Expense

Difference

Difference %

Annual Revenue

\$600,000

\$400,000

\$200,000

\$0

## Step 5

### Build Your Presentation

Once you have answered all the previous questions, click the "Create/Update Your Presentation" button below, and a slide deck will be created for you.

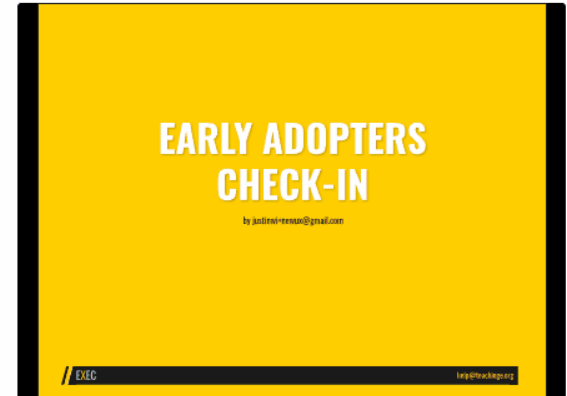
✔ Your presentation is updated!



OPEN



DOWNLOAD



< 1 > ⋮

Google Slides

Note: If something looks broken, you can [REBUILD IT](#)

My Ideal Customers are



who

feel



when



because

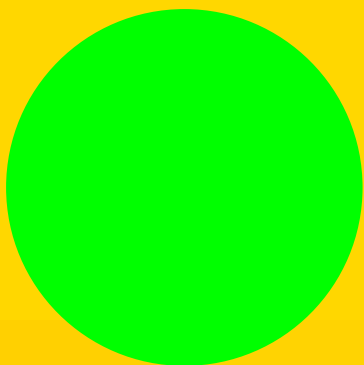


, and

want to help them feel



EXEC

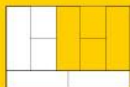
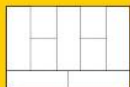


# Preview: TeachingE.org

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# Lesson Plan

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# Coming Up

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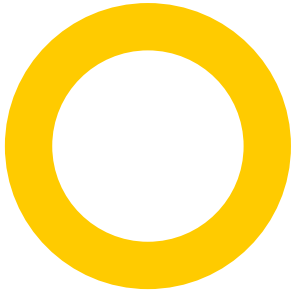


Next:

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# Takeaways





TEACHING  
ENTREPRENEURSHIP  
SUMMIT  
WINTER 2021

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# Feedback

# Questions

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THANKS FOR ATTENDING



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