Future Bosses App - Facilitator's Guide

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Why Do We Need a Future Bosses App?

The Power of Entrepreneurship

Young people need to see and know real entrepreneurs and their businesses to know what is possible. That is not currently the situation for a vast number of young people today.

Introducing youth to the many contributions local entrepreneurs make to the larger society cannot be overstated. Small businesses are the cornerstone of the American economy. They employ large segments of the population, as well as pay money in taxes which goes to fund local schools and power communities. Most of all, entrepreneurs have a unique pulse on the tastes, the trends, and the opportunities within a society. They are adept at perceiving needs and responding with workable solutions. Entrepreneurs have a unique capacity to drive the very innovations which make our neighborhoods, cities, and country that much better.

We believe the more entrepreneurs in a society, the better off we all are. Furthermore, the more *diverse* the entrepreneurs in a society, the more likely we are to generate dynamic ideas, rapid innovations, and resilient ventures.

The mission of Future Bosse APP is to build the next generation of diverse entrepreneurs and do so at an early age.

When many young people hear the word "entrepreneurs," people often imagine entrepreneurs as single superheroes, such as Jobs or Zuckerberg. Most people do not think entrepreneurs are relevant to themselves, especially students who are educated in middle or high school. But solving society's biggest problems usually requires hundreds of innovations, not a single moonshot. Youth are the future of our society. If we do not educate them to have a social problem solving mindset and improve their self efficacy when they are very young, we are potentially losing a great part of people who have the abilities to make a social innovation or make a startup to change society for the better.

With the development of society, people's needs are becoming more diverse and personal. People expect more innovative and interesting digital technologies, and want

to be connected deeply and see the bigger world. If those needs can not be met by the current society, there would be serious social problems that could interrupt the growth of the society. Among all the solutions, entrepreneurship is a great way to meet those needs. Taking a commercial approach, the entrepreneur can assume their social responsibility by satisfying others' needs.

Increasing Self-Efficacy: The Research behind Future Bosses

Future Bosses app is based off of Girl Boss, a UNC Master's project from the Fall of 2019. The Girl Boss project found that middle school girls of color lack entrepreneurial self-efficacy. Entrepreneurial self-efficacy is a measure of confidence in your ability to one day start and run a successful business. Of the middle school students we interviewed, we found that the majority are unable to see themselves pursuing a career in entrepreneurship because they most-often identify entrepreneurs as wealthy men who own large companies. Based on these findings, we deduced that the root of this problem is twofold. First, middle school girls of color lack relatable role models in the entrepreneurial world. Second, they are unable to recognize small businesses in the world around them as entrepreneurial ventures. Based on our data, we found that exposure to relatable female entrepreneurs of color, as well as a variety of types of businesses owned by people of color, can help our target learners achieve entrepreneurial self-efficacy. The following quotes and chart show the potential of Girl Boss/Future Bosses and its positive impact on students. For an overview of the details of results of interviews and surveys, view the summary here.

"I liked the idea that you guys have, 'cause before, starting a business seems like so much work and so much commitment and you can't trust whether it's going to succeed or not. But obviously these people have. It's just about following through and realizing there will be bumps in the road." – Eighth Grade Student

"I didn't think it was very possible for me to start my own business, but looking at this, it makes me feel like it's possible even if it's going to be hard. It's tossing what I thought I could do before, and now realizing more is possible than I thought." – Eighth Grade Student

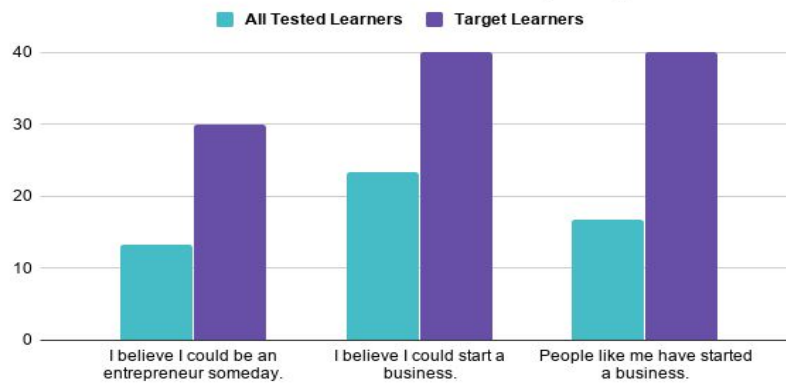## Percent Increase in Pre- and Post-Survey Responses

Legend: All Tested Learners (teal) | Target Learners (purple)

Response	All Tested Learners	Target Learners
I believe I could be an entrepreneur someday.	~13	~30
I believe I could start a business.	~23	~40
People like me have started a business.	~17	~40

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Outline of the Program

You cannot be what you cannot see. Today, underrepresented and minority students in schools lack access to entrepreneur role models and opportunities to build entrepreneurial mindset. This impacts students' overall entrepreneurial self-efficacy and the chance that they may pursue entrepreneurship in the future.

Future Bosses App is designed to expose students to entrepreneurial role models. The Future Bossess app introduces youth to diverse local entrepreneurs and their local businesses through their phone or other mobile device. These touchpoints connect students to the entrepreneur's background, interests, and history providing potential cultural/local connections between students and entrepreneurs.

This facilitator's guide is designed to help teachers, coaches, and mentors to set up and run their own Future Bosses event.

The Future Bosses App

Understanding the App

The Future Bosses app, powered by Beekmarks, is designed to expose youth to entrepreneurs, entrepreneurship, and organizations launched. By being introduced to the craft earlier, entrepreneurs are able to increase their entrepreneurial self efficacy.

What's in the Future Bosses app?

There are two experiences that a user of the Future Bosses app can have. The first is the ability to find, "meet" and add entrepreneurs to their network. The second is to take the entrepreneurial challenge---a series of real-world entrepreneurial questions that entrepreneurs often face. Both the opportunity to learn about entrepreneurs (and their businesses) and take the entrepreneurial challenge are embedded in the app.

Entrepreneurial Profile

Beekmarks is Future Bosses technology partner and thus provides the infrastructure and interface to the Future Bosses experience. The Future Bosses team has created design for both the entrepreneurial profile and entrepreneurial challenges. Below is an example of what is generally included in an entrepreneur's profile:

Title (of Organization): T.H.E. Founder Project

Picture (of founder):

Organization: T.H.E. Founder Project

Owner: Tarryn Henry

Hometown: Durham, NC

Interests: travel, music, poetry

Education: Orange High School (Hillsborough), North Carolina Central University (Durham)

Fun Facts (not all questions need to be answered):
- What was your first business?
- Where is your favorite place in this city/town?

- How did you make money as a kid?
- What sparked your entrepreneurial mindset?
- When did you know you had an entrepreneurial orientation?
- What skill do you wish you learned earlier?
- What embarrassed you when you were younger?
- What was an activity you did when you were younger?
- Tarryn was co-captain of her intramural football team

Entrepreneurial Expertise (expertise generally aligns with a entrepreneurial challenge question enabling a user to explore their network and find answers to entrepreneurial questions):

- Hiring

- While the candidates here have different strengths, it's up to you to trust your instincts and choose. What's best for your business?

Phone Number (generally don't provide this unless permission from entrepreneur or business):

Email (generally don't provide this unless permission from entrepreneur or business):

Website:

https://thefounderproject.io/

Map (add when necessary):

Within the Future Bosses App, entrepreneurs from Durham, NC provide an example of the content. These are examples that could either be used or customized to a local community. In order to customize this a community/youth serving organization/school will need to request a sub account for the Future Bosess app. Once permission is granted, the local entity could customize their account by populating it with entrepreneurs and their local business. This customization requires additional work, but it also helps younger entrepreneurs learn about and connect with real entrepreneurs in their community. We believe this customization enhances the experience of budding entrepreneurs.

Entrepreneurial Challenge

In addition to building entrepreneurial profiles, entrepreneurial challenges can be created as well. Ideally, connecting challenges to an entrepreneur's expertise or less they have experienced creates a more integrated experience. How this works: when users click on an entrepreneurial challenge they will need to consider an answer. By reviewing the profiles of entrepreneurs, they will be able to find a correct answer and cite the source. Here's an example of an entrepreneurial challenge:

How would you set the price for this product?

Option A: Look at Competition

Option B: Identify Target Customer

Option C: Choose an entrepreneur from your network to help you answer this question.

Facilitator's Notes

Setting Up the Experience

Prior to the workshop there are essential logistics and set up to complete in order to set up the workshop for success.

Logistics

Secure a location or if using place based Future Bossses locations in the community, consider the route and amount of "travel" time between locations. Depending on the size of your workshop, search for and reserve a space for all of your students, entrepreneurs, volunteers and facilitators. Recommended locations in Chapel Hill and Durham NC include: The American Underground, the Botanical Gardens, and UNC Chapel Hill.

Prework

- Decide on where you will run this the Future Bosses app. It could be run inside the halls of a building, a large meeting space, or outside.
- Review entrepreneur profiles and challenge questions, and decide on what content you want to use: Both profiles and questions, or just one of the two?
- Decide on whether you want to customize your entrepreneurs to your local community. You might not want to do it for your first run because it will require extra work. Alternatively, you could recruit youth to build the profiles and lead the exercise with other youth.
- Print out QR codes and place them in their locations.
- Test all technology to assure functionality.
- Load Future Bosses app onto each device.

Resources

- 1 Digital device per 2 person team. This could be a phone or tablet.
- Each device will need to have the Future Bosses app loaded onto it.

Roles

Facilitator Role

The Future Bosses app is an experiential activity, thus the facilitator is not an expert and thus does not provide answers. The facilitator lets the students learn by doing or experiencing. The tasks of the facilitator are to:

- Introduce the activity.
- Demonstrate how the Future Bosses app works.
- Field questions.
- Debrief the experience at the end.

The facilitator is a coach who is there to help the students learn and provide accountability. Key to the learning process is letting the students work through the challenge and uncertainty themselves.

Delivering the experience

Objective

1. Introduce participants to a wide range of entrepreneurs.
2. Expose participants to a continuum of businesses.
3. Cultivate an interest in entrepreneurship, businesses, and expose them to business acumen.

Timing	Description/Directions	Resources
5 minutes	Introduce activity: We're going to use the Future Bosses App and go on a type of scavenger hunt finding entrepreneurs, where we'll learn about their businesses by taking on entrepreneurial challenges. Everyone will have a digital device they will use and share with another person. Together you will trade leading and learning.	1 digital device per person
5 minutes	Orientation to Technology & Location: Trial run! Provide an opportunity to practice using the app and explain where they ultimately will be using the app.	
20 - 30 minutes	Search, Find, Engage: 1. Find all the different entrepreneurs you can. 2. Choose which ones to add to your network.	

	3. Answer Entrepreneurial Challenges (you might need to bring your answers back and review them as a group). 4. Return to the designated location by (time).	
10 minutes	Review Entrepreneurial Challenge Questions: Start with some humor or provide a challenge, something like, which team thinks they have all the answers correct? Ok, let's review them! Here are few questions that could help with engaging students in the Entrepreneurial Challenge: What? ● What question was most challenging? ● What question was easiest? ● What question surprised you? ● What questions couldn't you get? So what? ● What was difficult or easy about the question? ● Why did the question surprise? ● What guess might you have for the question you couldn't get? Why did you guess earlier? ● What question resonated with you and why? ● What question taught you something you didn't know? Now What? ● What one lesson are you taking away with you, and how will you put it into practice?	Be sure to have answers and be ready to link answers to entrepreneurs and person experiences.
15 minutes	Debrief: **What?** ● What surprised you about the entrepreneurs you met? ● What did you learn about entrepreneurship from this experience? ● What hardships did the entrepreneurs experience? **So what?** ● What connected you to these entrepreneurs? (local, common interests…) ● What might be a business you'd like to learn more	

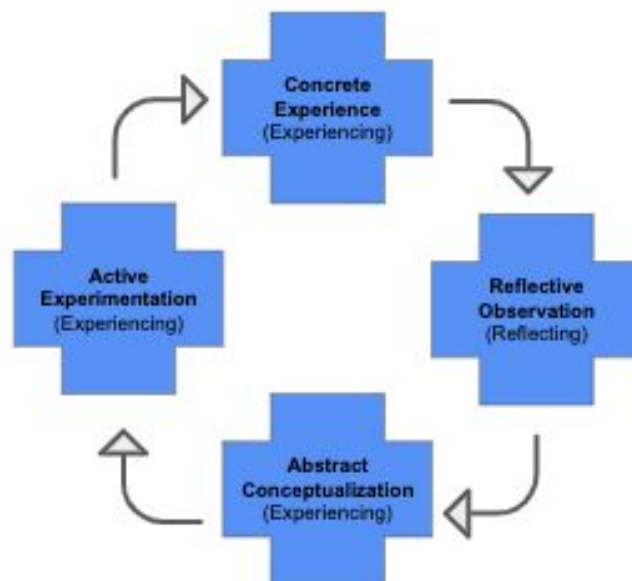|		
	about? • What might be a question you'd like to ask one of these entrepreneurs? • What's one thought you'd share with a friend about entrepreneurship? **Now What?** • What's your next step to learn more about entrepreneurship?	

Resources for Facilitators

Supplemental debrief information about the experiential learning and debriefing.

Kolb's Experiential Learning Cycle

(adapted from : [Kolb's experiential learning cycle](#))

Kolb's experiential learning theory is a four stage cycle

1. Concrete Experience (Experiencing) - Having a new experience, encounter, or reinterpretation of an older situation.
2. Reflective Observation (Reflecting) - Reviewing the experience, reflecting on it and assessing any inconsistencies between experience and understanding.
3. Abstract Conceptualization (Meaning Making) - Learner makes connections from the experience and forms new ideas or modifies existing abstract concepts.
4. Active Experimentation (Applying) - Learner tries, experiments, applies or creates plans based on new ideas and learning to the world around them.
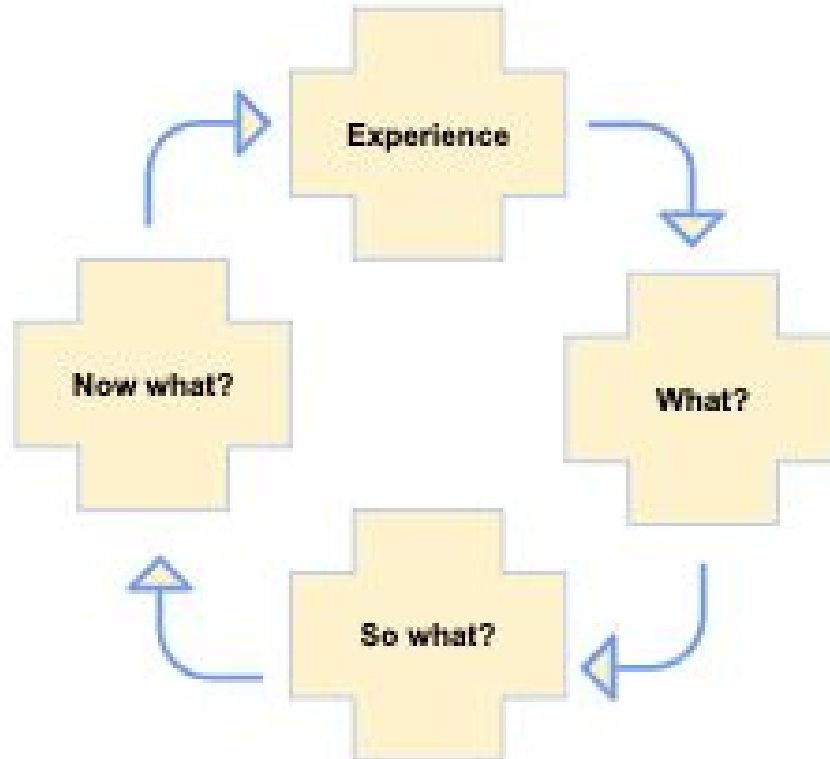

"Learning is the process whereby knowledge is created through the transformation of experience. Knowledge results from the combination of grasping experience and

transforming it." - David Kolb

Why is debriefing important?

The right question at the right time unlocks greater insight and dialogue. Alignment to outcomes and an experience are important. A good question can stimulate energy and bring laughter. The reverse can be true as well: A poor question can stall energy and feel awkward. A good question can cause one to think deeply. It can help someone transfer learning to a new context. Sequencing can also make a difference. Typically the what, so what, now what sequence is recommended. And, generally, debrief questions should start light, fun, and progress to more challenging questions. Always be mindful of your group's energy and engagement, as it will improve your learning objectives.

"We do not learn from experience…we learn from reflecting on it." - John Dewey

Sample Debrief Questions Connected to Kolb Experiential Cycle & Debrief Framework

What?	So what?	Now what?
What surprised you during this activity?	What was it, about the surprise, that captured your attention?	What one lesson about entrepreneurship will stick with you as you move forward in life?
What did you learn about entrepreneurs?	What thoughts or feelings changed as a result of this experience?	How will you apply what you've learned?
What did you learn about entrepreneurship?	What do you think was the purpose of this activity?	In what context will you apply your new insights?
What common connections did you find with these entrepreneurs?	Why did these connections matter to you?	How will you be able to overcome challenges in the future?
What business were you interested in?	What do you know now about entrepreneurship that excites you?	In what context will you apply your new insight, skill…?
What intrigued you about entrepreneurship?	What did you learn about yourself or others during this experience?	In the future I will…