



# The Ice House Entrepreneurship Program

*A Framework for Understanding and  
Implementing an Entrepreneurial Mindset*

*Course Description*



# Contents

<b>Welcome</b> .....	3
<b>The Book</b> .....	4
<b>The Course</b> .....	5
Inspire, Inform and Involve	
Target Audience	
<b>Course Description &amp; Overview</b> .....	6
Learning Objectives	
Course Elements	
Additional Features	
<b>Course Outline</b> .....	9
<b>The Ice House Entrepreneurs</b> .....	17
<b>Delivery Options</b> .....	21
<b>Classroom &amp; Community Pricing</b> .....	23
<b>About Us</b> .....	26
<b>FAQs</b> .....	27
<b>Get Involved</b> .....	28
Contact Information	



## Welcome to the Ice House Entrepreneurship Program

**The Ice House Entrepreneurship Program** is a two-part learning project designed to inspire and engage participants in the fundamental aspects of an entrepreneurial mindset and the unlimited opportunities it can provide.

*“We believe entrepreneurial skills, attitudes and behaviors can be learned, and that exposure to entrepreneurship education throughout an individual’s lifelong learning path, starting from youth and continuing through adulthood into higher education – as well as reaching out to those economically or socially excluded – is imperative.”*



## The Book

Based on his own life experience, Pulitzer nominee Clifton Taulbert has teamed up with entrepreneurial thought leader Gary Schoeniger to create *Who Owns the Ice House? Eight Life Lessons From An Unlikely Entrepreneur*, a powerful and compelling story that captures the essence of an entrepreneurial mindset and the unlimited opportunities it can provide.

Drawing on the wisdom he gained from his Uncle Cleve, *Who Owns the Ice House? Eight Life Lessons From An Unlikely Entrepreneur*, chronicles Taulbert's journey from his life in the Mississippi Delta at the height of legal segregation to being recognized by Time Magazine as "one of our nation's most outstanding emerging entrepreneurs". While Taulbert describes the life-changing influence of his Uncle Cleve, Schoeniger captures the entrepreneurial life lessons that can empower anyone to succeed.



*"The eight life lessons Taulbert and Schoeniger describe are timeless examples of the power of entrepreneurship to overcome adversity and achieve independence, regardless of one's circumstances. Like the story of our founder, Ewing Marion Kauffman, Taulbert's Uncle Cleve started with very little, yet he refused to follow the prescribed path and instead, he chose to follow his dreams.*

*Cleve Mormon demonstrated entrepreneurial acumen to provide for his family while instilling in his nephew, Clifton Taulbert, the values that helped him become the successful entrepreneur and thought leader he is today. Who Owns the Ice House? reaches into the past to convey the entrepreneurial life lessons that can empower ordinary people to achieve uncommon outcomes in their own life."*

**–Carl J. Schramm**

Author of "The Entrepreneurial Imperative"

# The Course

The Ice House Entrepreneurship Program is a revolutionary new online learning program designed to inspire and engage participants in the fundamental aspects of an entrepreneurial mindset and the unlimited opportunities it can provide. The overall objective is to empower learners through entrepreneurial thinking and immerse them in entrepreneurial experiences that will enable them to develop entrepreneurial skills.

## Inspire, Inform and Involve

Built on a rigor and relevance framework, this highly interactive program enables participants to learn from the first-hand experience of successful real-world entrepreneurs. Drawing on the eight life lessons described in the book, the program combines narrated chalkboard presentations with video interviews and case studies featuring modern-day examples of those who, like Clifton's Uncle Cleve, have triumphed over hardship and adversity by embracing an entrepreneurial mindset.

In addition to the narrated chalkboard presentations, each lesson includes individual learning assessments, discussion topics and project-based assignments that are designed to maximize comprehension and assimilation, while encouraging real-world application of the core concepts.

The course also includes access to a vibrant online entrepreneurial learning community that enables participants and facilitators to share their knowledge and experience with other entrepreneurs and educators within their own communities as well as others across the country and around the world.

## Target Audience

The Ice House Entrepreneurship Program can be adapted to a variety of participants ranging from young adults through higher education and workforce development, including those who may be economically or socially excluded. While the core concepts are applicable to a wide range of students, the individual assignments can be adapted to fit your target audience and specific learning objectives.

# Course Description & Overview

## Learning Objectives

The Ice House Entrepreneurship Program is designed to immerse students in the fundamental aspects of an entrepreneurial mindset and the unlimited opportunities it can provide. A comprehensive facilitator guide is available for classroom delivery.

Students who complete this course should be able to:

- ✓ Develop critical thinking skills that will enable them to identify and evaluate entrepreneurial opportunities, manage risks and learn from the results.
- ✓ Understand the process that enables entrepreneurs with limited resources to transform a simple idea into a sustainable success.
- ✓ Understand and apply fundamental aspects of entrepreneurial thinking across disciplines and as a means of personal empowerment.
- ✓ Establish goals, identify resources and determine the steps required to accomplish their goals.
- ✓ Identify and interact with local entrepreneurs and business owners within their own communities.

# Course Description & Overview

## Course Elements

Drawing on the fundamental concepts described in the book, the Ice House Entrepreneurship Program is divided into eight primary lessons. Within each lesson there are five basic course elements:

- 1. Narrated chalkboard style presentations:** Distilled from hundreds of hours of on-camera interviews, the narrated presentations provide real-world insight and practical knowledge that enables entrepreneurs to succeed. The narrated chalkboard presentations combine bullet point text, basic diagrams and video interview segments featuring a variety of successful entrepreneurs who have triumphed over adversity by embracing an entrepreneurial mindset.
- 2. Individual learning assessments:** True/False assessments ensure knowledge awareness and comprehension while enabling the facilitator to easily monitor individual student progress.
- 3. Discussion topics:** Each lesson includes discussion topics designed to foster peer-to-peer interaction and critical thinking while enabling participants to connect their prior knowledge with the course material. The discussions can take place in the classroom or in the online learning community.
- 4. Online assignments:** Online assignments encourage students to reflect on key concepts and determine how they can be applied to their individual goals and overall objectives. The online assignments are developed throughout the course as a personal vision statement or concept development plan. Online assignments can be submitted electronically. Students are assigned credit based on completion of these assignments.
- 5. Offline assignments:** Offline assignments are designed to encourage students to apply their knowledge in real-world circumstances and learn from the results. Offline assignments are designed for individual and small group activities. Students are encouraged to share what they learn with fellow participants, either in class or in the online learning community. Grading is optional.

Note: The assignments can be adapted to fit your target audience and specific learning objectives.

# Course Description & Overview

## Additional Features

In addition to the individual course elements, the Ice House Entrepreneurship Program also includes:

- ✓ **Facilitator Guide:** Designed for rigor and relevance, the program includes a facilitator guide that provides a comprehensive framework for classroom delivery. The facilitator guide is flexible, and can be adapted for any syllabus schedule.
- ✓ **Access to an online community:** Students gain access to a vibrant online learning community that enables educators and entrepreneurs to connect, collaborate and share their experience. The online community acts as a virtual campus designed to foster online discussions and private groups that enable instructors to post assignments and communicate with students. (Access to the online community is optional.)
- ✓ **Online student surveys:** Built-in student surveys provide important insight to help determine effective learning outcomes and user feedback. Student surveys can be modified to capture specific outcomes data.
- ✓ **Companion text:** Each student will also receive a copy of *Who Owns the Ice House? Eight Life Lessons From An Unlikely Entrepreneur* as a companion resource text.
- ✓ **Printable certificate of completion:** Students who satisfactorily complete the Ice House Entrepreneurship Program will gain access to a printable certificate of course completion.



# Course Outline

Drawing on the eight life lessons described in the book, the Ice House Entrepreneurship Program combines extensive research with firsthand experience and practical knowledge drawn from a wide variety of successful modern-day entrepreneurs. The result is a comprehensive framework for understanding the entrepreneurial mindset, its universal application and the unlimited opportunities it can provide.

**Introduction:** The introductory lesson offers a brief overview of the eight life lessons, an introduction to several of the Ice House Entrepreneurs as well as a look beneath the surface to examine some of the most commonly held myths about what it really takes to succeed as an entrepreneur. We'll also introduce some basic concepts that are essential to understand.

**1. What you will learn:** Chapter one provides a brief description of each of the eight life lessons.

**2. Introduction to the Ice House Entrepreneurs:** In chapter two, we'll introduce several of the Ice House Entrepreneurs who will describe in their own words the opportunities they found, the challenges they faced and the valuable lessons they learned along the way.

**3. Unraveling the mystery:** Are entrepreneurs born with a unique ability or is entrepreneurship something that we can learn? In chapter three, we'll examine the myths and explore the reality of what it really takes become a successful entrepreneur.

**4. Mindset defined:** What exactly is a mindset? The mindset may be the most important aspect of entrepreneurship, yet it may also be the most often overlooked and widely misunderstood. In this chapter, we'll define the term in a way that is actionable to an aspiring entrepreneur.

# Course Outline

**Lesson 1 - The Power to Choose:** Life is not a lottery. The ability to choose the way we respond to our circumstances is fundamental to an entrepreneurial mindset. Using real-world examples, participants learn to recognize how choices rather than circumstances will ultimately shape our lives.

- 1. Influence** In chapter one we'll learn how our environment can influence our mindset and the decisions we make - decisions that may be holding us back.
- 2. React vs. Respond** Chapter two examines the difference between a reaction and a response. Students learn how entrepreneurs respond to their circumstances rather than react.
- 3. Locus of Control** Chapter three introduces the concept of an internal vs. an external locus of control. In this chapter, we will examine both perspectives and discuss the outcomes of each.
- 4. Vision: The Power to Choose** In chapter four, we will learn how entrepreneurs use their imagination and vision to access the greatest power they have - the power to choose.

**Lesson 2 - Recognizing Opportunities:** Problems are often opportunities in disguise. Entrepreneurs are problem solvers and the secret to their success lies in their ability to identify problems and find solutions. Participants learn to identify problems and use their knowledge and experience to find solutions.

- 1. In search of opportunity** In chapter one, we'll examine the importance of balancing the "right" idea with our abilities as an entrepreneur.
- 2. Problems are opportunities** In chapter two, we'll examine some of the fundamental concepts and the underlying assumptions that enable entrepreneurs to identify opportunities regardless of their circumstances.

# Course Outline

**3. Simple solutions** In chapter three, we'll see how entrepreneurs with limited resources transform simple solutions into successful new ventures.

**4. Opportunistic adaptation** In chapter four, we'll describe the process of opportunistic adaptation. We'll see how entrepreneurs often uncover unforeseen opportunities through the process of interaction and observation, experimentation and adaptation.

**5. Prior work experience** In chapter five, we'll discuss where to look for opportunities. While some set out in search of a big idea, we'll see how entrepreneurs learn to identify opportunities in their own back yard.

**6. Enthusiastic and somewhat inexperienced** Contrary to popular belief, we need not be an "expert" to become an entrepreneur. In chapter six, we'll see how successful entrepreneurs overcome their lack of experience to succeed.

**7. Inventor as entrepreneur** In chapter seven, we'll learn directly from a very successful inventor and entrepreneur who will describe the process of identifying problems and finding solutions.

**Lesson 3 - Ideas Into Action:** Think big. Start small. Act fast. Entrepreneurs are action oriented and they tend to focus their time and energy on things they can change rather than things they cannot. Using case studies, participants learn how entrepreneurs overcome self-imposed limitations and put their ideas into action.

**1. Barriers to entry** In chapter one, we'll define the barriers that prevent us from acting on our ideas.

**2. Lack of money** In chapter two, we'll discuss the lack of money as an obstacle that can be overcome.

**3. Bootstrapping** In chapter three, we'll explore the concept of bootstrapping. We learn how entrepreneurs manage to make it work with what they've got by "bootstrapping" their way into business.

# Course Outline

**4. Proof of Concept** In chapter four, we will discuss the importance of “proving your concept”. We’ll see how entrepreneurs with limited resources “prove their concepts” with real customers.

**5. Lack of time** In chapter five, we’ll explore the lack of time as an obstacle that entrepreneurs learn to overcome.

**6. Lack of experience** In chapter six, we’ll discuss the lack of experience as a barrier and the learning curve that every entrepreneur must learn to overcome.

**7. Fear** In chapter seven, we’ll identify fear and self-doubt as a barrier that many entrepreneurs learn to overcome.

**8. Re-inventing work** In chapter eight, we’ll examine the motivation and the perspective that drives entrepreneurs to succeed.

**Lesson 4 - Pursuit of Knowledge:** Our effort can only take us as far as our understanding. Entrepreneurs are self-directed, life-long learners who understand the power of knowledge combined with effort. Participants learn how entrepreneurs find the knowledge they need, combining traditional classroom learning with real-world interaction and observation, experimentation and adaptation.

**1. The power of knowledge** In chapter one, we will explore the power of knowledge combined with effort.

**2. Learning defined** In chapter two, we’ll define formal learning and examine its relevance to an entrepreneur.

**3. The “aha” moment** In chapter three, we’ll describe the “aha” moment that awakens our curiosity and ignites an innate desire to learn.

# Course Outline

**4. Planning for success** In chapter four, we'll discuss the importance of planning. We'll see how entrepreneurs learn by doing, often taking a ready-fire-aim approach.

**5. A word of caution** In chapter five, a word of caution: we'll discuss the importance of approaching our ideas as unproven assumptions rather than established facts.

**6. Knowledge as a barrier** In chapter six, we'll look at the learning curve and discuss knowledge as a barrier that stops many in their tracks.

**7. Learning redefined** In chapter seven, we'll describe the process of informal learning. We'll see how entrepreneurs learn to find the knowledge they need to get where they want to go.

**Lesson 5 - Creating Wealth:** Spending or investing? For most, it's not the lack of money that prevents us from prospering. Participants learn fundamental concepts of financial literacy from an entrepreneurial perspective. Learn how entrepreneurs manage their expenses, handle credit and leverage their abilities to create sustainable wealth.

**1. Wealth perceived** In chapter one, we'll examine some of the common misconceptions about wealth as well as the underlying beliefs and assumptions that so often lead us astray.

**2. Wealth defined** In chapter two, we'll define the four basic concepts that become the foundation for creating wealth.

**3. Spending vs. investing** In chapter three, we'll explore the fundamental difference between spending and investing when it comes to creating wealth.

# Course Outline

**4. The credit trap** In chapter four, we'll learn how to use credit as a lever to advance our goals rather than a burden that keeps us stuck.

**5. An entrepreneur's approach** In chapter five, we'll examine an entrepreneur's approach. We'll see how entrepreneurs like Uncle Cleve create sustainable wealth regardless of the circumstances from which they begin.

**Lesson 6 - Building Your Brand:** Actions speak louder than words. Entrepreneurs are problem solvers and reliability is the key to their success. Using case studies and modern-day examples, participants learn how entrepreneurs transform simple solutions into big opportunities by building a reputation for reliability.

**1. Brand defined** In chapter one, we'll define the term brand in a way that is relevant and actionable to an aspiring entrepreneur.

**2. Defining your brand** In chapter two, we'll discuss the importance of understanding your customers as the key to defining your brand.

**3. Communicating your brand** In chapter three, we'll learn how entrepreneurs communicate their brand through their words as well as their actions. We'll also see how they leverage their brand to overcome inertia and communicate value to potential customers.

**4. Building your brand** In chapter four, we'll learn how entrepreneurs build their brand. You'll learn firsthand how they transform simple solutions into a sustainable success by being consistent and reliable.

**5. Confidence** In chapter five, we'll examine the role of confidence, where it comes from and why it is important.

# Course Outline

**Lesson 7 - Creating Community:** Entrepreneurs understand the power of positive influence and they learn to surround themselves with others who have been where they intend to go. Participants will learn how to tap into a network of entrepreneurs, mentors and trusted advisers within their own communities.

- 1. Community defined** In chapter one, we'll define a community as a success network of others who have been where we want to go.
- 2. The value of a network** In chapter two, we'll discuss the value and the influence that a success network can provide.
- 3. Who is our network?** In chapter three, we'll examine five separate sources of support from those who are on a similar path to successful entrepreneurs who have been where we intend to go.
- 4. Crossing the chasm** In chapter four, we'll describe three distinct phases of transformation and the role our success network plays in each.
- 5. Building a success network** And finally, in chapter five, we'll discuss how entrepreneurs create their success networks as well as some of the obstacles that often stand in their way.

# Course Outline

**Lesson 8 - The Power of Persistence:** Entrepreneurship is not “get rich quick” and expecting it to be easy is a mistake. The “secret” behind every entrepreneur’s success is hard work, perseverance and determination. Participants learn from experience the importance of persistence and the role it plays in every entrepreneur’s success story.

1. **Dawn Halfaker** - “Focus on what you have”
2. **Brian Scudamore** - “Slow and steady wins the race”
3. **Ted and Sirena Moore** - “Are you willing to go the distance?”
4. **Rodney Walker** - “Imagine something greater”
5. **Jason Campbell** - “Adversity as an advantage”
6. **Palwasha Saddiqi** - “Nothing in life is easy”
7. **Ryan Blair** - “A poor kid with poor beliefs”
8. **David Petite** - “Create your own reality”



## The Ice House Entrepreneurs

The Ice House Entrepreneurs were carefully selected from a wide range of backgrounds and interests. Most started with little or nothing. And, like Clifton's Uncle Cleve, they all faced hardship and adversity on the road to success. Yet they were each willing to share their knowledge and experience as a way to inspire and encourage others to embrace entrepreneurship as a way of life. Their stories are remarkable. The lessons they provide can be life changing.



**Dawn Halfaker:** As a severely disabled veteran, Capt. (Ret.) Dawn Halfaker never thought of herself as an entrepreneur. Yet, after losing her right arm while serving in Iraq, she found herself faced with challenges that ultimately empowered her to succeed. Today she is the founder and CEO of Halfaker & Associates, a global consulting firm with more than 150 employees.



**David Petite:** As a Native American raised by a single mother, inventor and entrepreneur David Petite soon became enlightened in the ways of becoming self-sufficient. After failing at his first business, he learned a valuable lesson that ultimately enabled him to succeed. Today he is one of America's most prolific inventors who holds more than 50 patents worldwide.



**Brian Scudamore:** Starting with little more than \$700 and a few fliers, Brian Scudamore transformed a simple idea into a very successful business. Today his company 1-800 GOT JUNK has grown to annual sales in excess of \$100 million with more than 300 locations throughout Canada, Australia and the US.

## The Ice House Entrepreneurs



**Sirena Moore:** As a single teenage mother, Sirena refused to drop out of school. Together with her father Ted, they managed to transform a few hundred dollars and a simple idea into a sustainable success. Today their company Elohim Cleaning Contractors employs more than 50 people as they continue to learn and grow.



**Ryan Blair:** Ryan Blair knows about building a business from the ground up. Like many entrepreneurs he had no formal business education. "I was a punk with a juvenile criminal record and a lot of emotional scarring," Blair explained. Yet a chance encounter with a successful entrepreneur shifted his perspective and enabled him to become a very successful serial entrepreneur.



**Lydia Gutierrez:** Growing up in inner-city Detroit, Lydia Gutierrez and her late husband Richard started what would become a multi-million dollar business with little more than a few hundred dollars and a simple idea. Today her company Hacienda Foods is one of Detroit's fastest growing companies with more than 80 employees and nearly \$10 million in annual sales.



**Rodney Walker:** Growing up as a foster child on the south side of Chicago, Rodney Walker could not imagine a life beyond the dismal circumstances that surrounded him. Yet an entrepreneurial experience in high school shifted his perspective and, with the help of a mentor, he has become a scholar who is currently studying at Morehouse College.

## The Ice House Entrepreneurs



**Palwasha Saddiqi:** As a young woman born in Afghanistan, Palwasha faced unimaginable obstacles in her journey to becoming an entrepreneur. After fleeing her war-torn home, she spent years in a refugee camp where she encountered an American entrepreneur. Inspired, she became determined to overcome the social, cultural and economic barriers to become an entrepreneur.



**Jason Campbell:** At the age of 16, Jason Campbell was a foster child who had dropped out of school. Yet an entrepreneurial experience shifted his perspective and, with the help of a mentor, he re-enrolled in school. Today he is a decorated combat veteran and successful student, currently studying foreign relations at San Francisco State University.



**Scott Saunders:** After graduating from Columbia University with an MBA, Scott Saunders found himself in an unfulfilling career. Using his financial skills he saw an opportunity to help others. Today he is the founder and CEO of Payoff.com, an online tool that helps people manage their money, reduce their debts and fund their dreams.



**Carey Mobius:** At the age of 18, Carey Mobius suddenly found himself in charge of a failing family business. With \$275 in the bank and \$275,000 in debt, Carey asked himself an important question: "How do you succeed when you start with less than nothing and you know nothing?" Today his company Garibaldi Glass has become a global leader in his field.

## The Ice House Entrepreneurs



**Susana Cabrera:** As an immigrant entrepreneur, Susana Cabrera faced enormous obstacles on her journey to succeed. Through perseverance and determination, she managed to transform her Latin American food products into Delicious Bites, a nationally recognized brand offered in more than 700 grocery stores nationwide.



**Dr. Fitz Hill:** As an entrepreneur, Dr. Fitz Hill knew that problems were often opportunities in disguise. Combining his skills as a football coach with those he learned as an entrepreneur, he transformed Arkansas Baptist College into a nationally recognized pillar of higher education and a thriving entrepreneurial community.



**Keith Kokal:** Growing up in inner-city Cleveland, Keith Kokal quickly learned how to survive. From shoe-shining to auto repair, he soon learned that solving problems for other people would enable him to succeed. Today his company Micro Laboratories is a widely respected world leader in precision calibration services.

# Delivery Options

The Ice House Entrepreneurship Program can be delivered in three basic formats including traditional classroom, blended classroom or facilitated online. The time frame can be adapted from seminar style delivery to a full semester course.



## Traditional classroom

Traditional classroom delivery provides facilitator access to the online course materials while each student receives a copy of the book as well as a workbook that includes true/false lesson reviews, discussion topics, individual and group assignments.

Using traditional classroom delivery, the narrated chalkboard style presentations and video interview segments are presented in the classroom. Each chalkboard lesson is divided into brief chapters that are designed to stimulate interactive classroom discussions. The individual student workbook enables the student to access the true/false lesson reviews, discussion topics, personal reflections and problem-based learning assignments. Access the online learning community is also available.



## Blended classroom

Blended classroom delivery enables students as well as the facilitator to access the online course materials. Using the blended classroom delivery, each student receives a copy of the book, a student workbook as well as a unique passcode that enables the student to access the online course materials.



Following the “flipped” classroom model, blended classroom delivery enables students to view the narrated chalkboard presentations on their own time, at their own pace, leaving classroom time for interactive discussions and lesson reviews, problem-based group activities, student presentations and guest lectures.

Blended classroom participants can access the true/false lesson reviews, discussion topics, personal reflections and problem-based learning assignments online or through the student workbook. Assignments can be submitted online or via the student workbook. Access to an online instructor grade book enables the facilitator to monitor student progress and assign grades. Blended classroom participants also have access the online learning community.

# Delivery Options



## Facilitated online

Facilitated online delivery offers both flexibility and convenience with the potential to engage students across a broad geographic range.

With facilitated online delivery, both student and facilitator gain access to online course materials including a copy of the book as well as the online course materials. Students can view the narrated chalkboards and complete the lessons on their own time at their own pace while the facilitator can host online group discussions and peer-to-peer learning through the online learning community. Access to an online instructor grade book enables the facilitator to monitor student progress and assign grades.

# Classroom & Community Pricing

The Ice House Entrepreneurship Program is designed to be distributed through academic, economic development and non-profit organizations. The cost per student ranges from \$129 to \$199, depending on the method of delivery.



## Traditional classroom delivery

### Students will receive:

- ✓ A copy of *Who Owns the Ice House? Eight Life Lessons From An Unlikely Entrepreneur*
- ✓ An individual student workbook
- ✓ Access to the online learning community (optional)

The book and workbook combination are delivered shrink wrapped as a single unit. The cost per student for the traditional classroom program is \$129.

### The facilitator will receive:

- ✓ Access to the online course materials including the narrated chalkboard presentations and online instructional materials
- ✓ A copy of *Who Owns the Ice House? Eight Life Lessons From An Unlikely Entrepreneur*
- ✓ An electronic version of the Facilitators Guide
- ✓ Access to the online learning community

The facilitator license is included at no charge. The facilitator must complete the Ice House Facilitator Certification Training to qualify.

# Classroom & Community Pricing



## Blended classroom delivery

### Students will receive:



- ✓ A copy of *Who Owns the Ice House? Eight Life Lessons From An Unlikely Entrepreneur*
- ✓ An individual student workbook
- ✓ A unique product code that will enable the student to access the online course materials including the narrated chalkboard presentations and online instructional materials
- ✓ Access to the online learning community (optional)

The book, workbook and unique product code are delivered shrink wrapped as a single unit. The cost per student for the blended classroom program is \$199.

### The facilitator will receive:

- ✓ Access to the online course materials including the narrated chalkboard presentations and online instructional materials
- ✓ Access to an online instructor grade-book that enables the facilitator to monitor student progress and administer grades
- ✓ A copy of "Who Owns the Ice House? - Eight Life Lessons From An Unlikely Entrepreneur"
- ✓ An electronic version of the Facilitators Guide
- ✓ Access to the online learning community

The facilitator license is included at no charge. The facilitator must complete the Ice House Facilitator Certification Training to qualify.



# Classroom & Community Pricing



## Facilitated online classroom delivery

### Students will receive:

- ✓ A copy of *Who Owns the Ice House? Eight Life Lessons From An Unlikely Entrepreneur*
- ✓ An individual student workbook
- ✓ A unique product code that will enable the student to access the online course materials including the narrated chalkboard presentations and online instructional materials
- ✓ Access to the online learning community

The book, workbook and unique product code are delivered shrink wrapped as a single unit. The cost per student for the facilitated online classroom program is \$199.

### The facilitator will receive:

- ✓ Access to the online course materials including the narrated chalkboard presentations and online instructional materials
- ✓ Access to an online instructor grade-book that enables the facilitator to monitor student progress and administer grades
- ✓ A copy of *Who Owns the Ice House? - Eight Life Lessons From An Unlikely Entrepreneur*
- ✓ An electronic version of the Facilitators Guide
- ✓ Access to the online learning community

The facilitator license is included at no charge. The facilitator must complete the Ice House Facilitator Certification Training to qualify.

## About Us

The Ice House Entrepreneurship Program was developed by the Entrepreneurial Learning Initiative in collaboration with Clifton Taulbert's Building Community Institute and the Ewing Marion Kauffman Foundation.



**The Entrepreneurial Learning Initiative:** The Entrepreneurial Learning Initiative, LLC is an organization dedicated to providing interactive real-world entrepreneurship education programs for individuals and organizations worldwide. Their mission is to create inspired learning programs that deliver real-world impact. Their clients include the Cisco Entrepreneur Institute and the Ewing Marion Kauffman Foundation of Kansas City. They have enrolled more than 3000 students in more than 30 countries worldwide.



**Clifton Taulbert:** Pulitzer nominee Clifton Taulbert is an internationally acclaimed author, lecturer and thought leader on the critical issue of building community. Recognized by Time Magazine as one of our nation's outstanding emerging entrepreneurs, Mr. Taulbert is best known for his books *Once Upon A Time When We Were Colored* and *Eight Habits of The Heart: Embracing Values That Build Communities*. Mr. Taulbert's ability to connect with diverse individuals across a broad professional spectrum has introduced him to audiences from members of the United States Supreme Court to CEOs of Fortune 500 Companies as well as educators around the world.



**The Kauffman Foundation:** The Kauffman Foundation works with leading educators and researchers nationwide to create awareness of the powerful economic impact of entrepreneurship, to develop and disseminate proven programs that enhance entrepreneurial skills and abilities, and to improve the environment in which entrepreneurs start and grow businesses.

# FAQs

## **Does The Ice House Entrepreneurship Program require specialized facilitator training?**

To qualify the instructor must complete the Ice House Entrepreneurship Program facilitator training. Facilitator training sessions, hosted by the Kauffman Foundation, are offered throughout the year. Private training for large groups is also available. For more information about facilitator training, visit [whoownstheicehouse.com](http://whoownstheicehouse.com).

## **What is the program length?**

The Ice House Entrepreneurship Program can be easily modified to meet a variety of delivery schedules from an intensive boot camp style program to a full semester course. Built on a rigor and relevance framework, the program includes learning assessments, discussions topics and assignments that are designed to immerse students in real-world entrepreneurial experiences. The course includes approximately 10 hours of narrated chalkboard presentations.

## **Is the course designed for a specific age range?**

The program is currently being used by a broad range of participants, ranging from high school, community college and university students to workforce development and small business owners. The facilitation style can be easily adapted to fit the target audience.

## **What types of organizations are currently using the program?**

From a STEM-based high school program at Stanford University to semester-long accredited courses at community colleges and four year universities, the Ice House Entrepreneurship Program has been widely embraced by academic, civic and non-profit organizations alike. Other examples include a summer jobs program in Louisville, an economic development organization in Topeka as well as global outreach programs in Guatemala, Zambia and Rwanda.

## **Are there any scholarships available for the program?**

Unfortunately we do not yet have a scholarship program in place for the Ice House Entrepreneurship Program. Please check our website regularly for updates on scholarship offerings.

# Get Involved

Among the many challenges, we also face an unprecedented opportunity. Through our combined efforts, we can leverage the resources and take advantage of this extraordinary opportunity to inspire and engage the next generation of innovators and entrepreneurs in classrooms and communities across America and throughout the world. Contact us at [info@elientrepreneur.com](mailto:info@elientrepreneur.com) to learn more about this groundbreaking new program or visit us online at [whoownstheicehouse.com](http://whoownstheicehouse.com).

*"Entrepreneurship is a mindset that can empower ordinary people to accomplish extraordinary things."*

– Gary Schoeniger  
ELI Co-Founder and CEO



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