WELCOME!
Introductions
Who Owns the Ice House?
Eight Life Lessons From an Unlikely Entrepreneur
1. Redefining Entrepreneurship
2. Course Concepts & Elements
3. Course Content: Intro - Lesson 3
4. Ice House Opportunity Discovery Process
Redefining Entrepreneurship

Course Concepts & Elements

Course Content: Intro - Lesson 3

Ice House Opportunity

Discovery Process
Person
Process
Situation
Scientifically unfathomable mystery
High Growth Entrepreneurs
Plan & Pitch

✓ Tech-centric bias
✓ Ideas obvious high growth potential
✓ Develop a business plan
✓ In-depth market research
✓ Financial projections
✓ Seek VC investment
ENTREPRENEURSHIP IS NOT LOTTERY
Small Business Management
Small Business Management

✓ Formal market research
✓ Write a business plan
✓ Finance & accounting
✓ Marketing & sales
✓ Legal structures
✓ Seek bank financing
ENTREPRENEURSHIP IS NOT MANAGEMENT
the entrepreneurial learning initiative
“Carefully planned, venture backed startups are, by far, the exception rather than the rule.”
the entrepreneurial learning initiative
Entrepreneurial Reality

✓ No breakthrough technology
✓ Little or no formal planning
✓ Ad-hoc market research
✓ $10,000 (cc, sm, ff&f)
✓ Little or no experience
Search

- Interaction
- Observation
- Experimentation
- Adaptation
- Naïveté
- Curiosity
- Creativity
- Critical thinking
- Problem solving
- Communication
- Commitment

Growth

Obsolescence

the entrepreneurial learning initiative
Search
- Interaction
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- Problem solving
- Networking
- Communication
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Growth
- Replication
- Improvement
- Efficiency
- Processes
- Procedures
- Specialization
- Expertise
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Obsolescence

- Innovation
- Large scale
- Acquisitions
- Visible market
- Careful planning
- Research & analysis
- Financial projections
- Known brand
- Known customer
- Established channels
- Experienced managers
- Execute as planned

entrepreneurial learning initiative
the entrepreneur learning initiative

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Entrepreneurship = SEARCH
“The basic forms of growth are set up in the instructions of the genetic code, but the particular rules observed at any time by a single organism are determined by messages from its environment.”

-Dr George Land
Search

Growth

Obsolescence

IDENTIFY PROBLEM

Interaction
Observation
Adaptation
Naïvety
Curiosity
Creativity
Critical thinking
Problem solving
Perseverance
Communication

DEVELOP SOLUTION

Replication
Improvement
Processes
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Specialization
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PROOF OF CONCEPT

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Group Discussion
Morning Break
Redefining Entrepreneurship

Course Concepts & Elements

Course Content: Intro - Lesson 3

Ice House Opportunity

Discovery Process
Overall Objective (SBE)

• Effective help for aspiring or seed-stage entrepreneurs & small business owners

• Scalable program that does not require the facilitator to be a subject matter expert
Small Business Outcomes

✓ How to identify and evaluate new opportunities in real-world circumstances
✓ Identify specific beliefs and assumptions that drive entrepreneurial behavior
✓ Understand the basics of bootstrapping - how to build a successful client-funded business
✓ How to connect with local entrepreneurs for essential guidance and support
Course Objectives

> Opportunity Identification
> Idea Validation
> Analysis & Planning
> Reflection
> Branding
> Professional Networking
> Life-Long Learning
What is a Mindset?

mīn(d)ˌ-ˌsɛt, n
the underlying beliefs and assumptions that drive the behavior
Mindset Concepts

• Fixed versus Growth
• Governed versus Guided
• External versus Internal Locus of Control
• Narrow versus Broad
Facilitator’s Role

Guide on the Side

VS

Sage on the Stage
Facilitator’s Role

✓ Leads, does not dominate
✓ Provides guiding questions
✓ Encourages self-directed learning
✓ Create a “safe space” to solve problems
✓ Prepared to follow up with probing questions
**Case Studies**

**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.
Primary Course Elements

- Companion Text
- Video Chalkboard Lectures
- Chalkboard Discussions & Peer Workshops
- Application Assignments
- Personal Reflection
Companion Text

"Required reading for humanity…"
- Keith Marmer
Correct! For example, an experienced entrepreneur may not be able to describe how she was able to successfully identify an opportunity. To her, it may seem as if it were a “sixth sense” - something she just seems to have been born with rather than a logical thought process. However, upon closer scrutiny and careful questioning, a thought process is often revealed.
In-Class Discussions

- Facilitator Generated
- Student Generated
- Peer Workshops
In-Class Discussions

✓ Review and explore Ice House concepts
✓ Compare and contrast Ice House concepts and personal experiences
✓ Discuss ways to put concepts into action
Peer Workshops

- ✓ Share Opportunity Discover Experiences
- ✓ Provide & Receive Peer Feedback
- ✓ Deliver Pitch Presentations
- ✓ Engage Local Entrepreneurs
Application Assignments

Ice House Opportunity Discovery Canvas

1. Describe the problem you want to solve.
2. Describe the type of people who have this problem.
3. How are they currently solving the problem?
4. Describe your proposed solution.
5. How will your solution be different?
6. Will people pay for your solution?
7. How will potential customers know about your solution?
8. How will potential customers purchase your solution?
9. Why will potential customers purchase your solution?

- Out of the Building
- Interaction & Observation
- Experimentation & Adaptation
- Customers, Stakeholders, Experts, Experienced Entrepreneurs
- Back of the Canvas Analysis
Problem-Based Learning

✓ Student Centered
✓ Occurs in Small Groups
✓ Teacher as Facilitator
✓ Problems are Introduced Early
✓ Problems Stimulate Problem-Solving Skills
✓ New Knowledge is Obtained
Reflection Assignments

✓ Introduction Reflection
✓ Personal Vision Statement
  • How the vision evolved
  • Next steps
Secondary Course Elements

- “Pitch” Presentations
- Guest Lectures
- Final Presentations, Ice House Analysis and Next Steps
Community Engagement

• Locating Entrepreneurs
• Approaching an Entrepreneur
• Preparing for a Guest Speaker
Lunch
Redefining Entrepreneurship

Course Concepts & Elements

Course Content: Intro - Lesson 3

Ice House Opportunity

Discovery Process
### Lesson Overview

<table>
<thead>
<tr>
<th>Creating Wealth</th>
<th>Building Your Brand</th>
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<th>The Power of Persistence</th>
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Afternoon Break
Redefining Entrepreneurship

Course Concepts & Elements

Course Content: Intro - Lesson 3

Ice House Opportunity

Discovery Process
IDENTIFY PROBLEM
DEVELOP SOLUTION
PROOF OF CONCEPT

Search
Growth
Obsolescence

Interaction
Observation
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Innovation
Large scale
Acquisitions
Visible market
Careful planning
Research & analysis
Known brand
Known customer
Established channels
Experienced managers
Execute as planned

entrepreneurial learning initiative
Where Good Ideas Come From
entrepreneurial learning initiative
• Observation & Inquiry
• Experimentation & Adaptation
• Advocacy & Implementation
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(conceptual diagram of the Ice House Opportunity Discovery Canvas)
Back of the Canvas Analysis

• What have you learned and how has your idea changed in the most recent version of your canvas?

• Which of your assumptions were accurate and which of them have changed?

• What are your next action steps?

• Who do you still need to talk to and what knowledge gaps still need to be filled?

• How can you test your assumptions in the real world with limited time, money and resources?
The diagram illustrates the rate of adoption of innovation across different segments of the population:

- **Innovators**: 2.5% of the population
- **Early Adopters**: 13.5% of the population
- **Early Majority**: 34% of the population
- **Late Majority**: 34% of the population
- **Laggards**: 16% of the population

These segments are spread along the bell curve, indicating the timeline in which each group adopts a new innovation or technology.
“If a new venture does succeed, more often than not, it is:

• In a market other than the one it was originally intended to serve.
• With products and services not quite those with which it had set out.
• Bought in large part by customers not aware of when it started.
• Used for a host of purposes besides the ones for which the product/service were first designed.

- Peter Drucker
“One must learn by doing the thing, for though you think you know it - you have no certainty until you try.”

- Sophocles 400 BCE
What’s Your Big Idea?
## Ice House Opportunity Discovery Canvas

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### Notes
- the entrepreneurial learning initiative
Out-of-the Building Homework

› Brief description of the concept
› What problem does it solve?
› Who has the problem?
› How are they currently solving the problem?
Redefining Entrepreneurship

Course Concepts & Elements

Course Content: Intro - Lesson 3

Ice House Opportunity Discovery Process
End of Day Comments & Questions
Welcome Back
Problems, Frustrations, Unmet Needs

Individual Interest and Ability

Feasibility/ Sustainability
When you grow up you tend to get told the world is the way it is and your life is just to live your life inside the world - try not to bash into the walls too much, try to have a nice family, have fun, save a little money. That's a very limited life.

Life can be much broader once you discover one simple fact: Everything around you that you call life was made up by people that were no smarter than you and you can change it, you can influence it, you can build your own things that other people can use. Once you learn that, you'll never be the same again.

- Steve Jobs
A. Adverse Event
B. Beliefs About Event
C. Emotional Consequences
A: Adverse Event
B: Beliefs About Event
C: Emotional Consequences
A. Adverse Event

B. Beliefs About Event

C. Emotional Consequences

D. Dispute Irrational Beliefs

E. Effective New Beliefs

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1. Community Engagement
2. Course Content: Lessons 4 - 8
3. Peer Workshops
4. Pitch Presentations
1. Community Engagement

2. Course Content: Lessons 4 - 8

3. Peer Workshops

4. Pitch Presentations
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Lunch
Lesson Overview

- Creating Wealth
- Building Your Brand
- Creating Community
- The Power of Persistence

- Recognizing Opportunities
- Ideas Into Action
- Pursuit of Knowledge

The Power to Choose
Community Engagement

Course Content: Lessons 4 - 8

Peer Workshops

Pitch Presentations
Participant Tasks

Discuss and explore last out-of-the-building homework

- Discuss out-of-the-building experiences
- Connect experiences to class concepts
- What went well/not-well, what was liked/disliked
- Plans for next time, things to avoid, insights
Pitch Presentations

▶ Brief description of the concept
▶ What problem does it solve?
▶ Who did you speak with?
▶ What did you learn?
▶ What are your next steps?
1. Community Engagement
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End of Day Comments & Questions
Welcome Back
1. The Person and the Situation

2. Product Info

3. Use Cases

4. Implementation
In late 2006, a Malawian newspaper first wrote about a remarkable young man from a remote rural village north of the capital city.

https://www.youtube.com/watch?v=arD374MFk4w
✓ Passion
✓ Courage
✓ Perseverance
✓ Creativity
✓ Risk Tolerance
Fundamental attribution error
The tendency to overemphasize the importance of traits while failing to recognize the importance of situational factors that influence behavior is known as a **fundamental attribution error**.

Ross & Nisbett 1991
People fail to recognize the extent to which observed actions and outcomes, especially surprising or atypical ones, may prove to be not the result of the persons unique traits... but rather the results of situational factors or the individuals construal of those factors.

Ross & Nisbett 1991
Social Pressures

Channel Factors

Construal

development learning initiative
Social Pressures
The Asch Experiment

https://www.youtube.com/watch?v=KtchNXslJYA
Social Pressures

Channel Factors

Construal

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Influence of Music on Purchase Decisions

Percentage sold

French music

German music
Morning Break
Delivery Options (SBE)

✓ Blended Classroom
✓ Online
Blended Delivery (SBE)

- Digital or Print
  - Companion Text
    - Who Owns The Ice House

- Online
  - Video Lectures
  - Multiple Choice lesson reviews to assess knowledge comprehension

- In-Class
  - Discussions
  - Application Assignments
    - Reflection assignments that encourage self-reflection and personal application
Online Delivery (SBE)

Digital or Print

- Companion Text
  Who Owns The Ice House

Online

- Video Lectures
- Multiple Choice lesson reviews to assess knowledge comprehension
- Discussions
- Application Assignments
- Reflection assignments that encourage self-reflection and personal application

eli - the entrepreneurial learning initiative
Delivery Schedules (SBE)

✓ 8 Week
✓ 5 Week
✓ 3 Day Bootcamp
Cost of Course Materials (SBE)

Blended Delivery (print-digital)
- ✓ Online Passcode
- ✓ Student Workbook
- ✓ Softcover Companion Text

$129

Online Delivery (all-digital)
- ✓ Online Passcode
- ✓ Digital Course Materials
  (Book is optional)

$99
1. The Person and the Situation
2. Product Info
3. Use Cases & Impact
4. Implementation
Use Cases

✓ Community Colleges
✓ Four-Year Universities
✓ Economic Development Organizations
✓ Veteran Service Organizations
✓ Small Business Development Centers
✓ International Organizations
✓ Corporations
Ice House Community

• Pikes Peak Community College
• Small Business Development Center - CO Lending Source
• Pikes Peak Workforce Center
• Pikes Peak Library District
• Bridges out of Poverty
• Black Chamber of Commerce
• See the Change USA
• Launch High School
• Peak Education
PPCC Student, Steven Holmes

https://www.youtube.com/watch?v=pVjgrBQWo8s
FOR IMMEDIATE RELEASE
May 14, 2015
Contact: Lauren Kloock, 303.657.0010

Colorado Lending Source Receives Innovation in Economic Development Award

Denver—On Monday, May 13, 2015, the National Association of Development Companies (NADCO) announced Colorado Lending Source as a recipient of the Innovation in Economic Development Award. During the NADCO Spring Summit in Washington, D.C., the Diamond Award Series recognized two organizations that exemplified excellence in the area of economic development. Colorado Lending Source received one of the awards as a result of delivering an entrepreneurial mindset training known as Ice House Entrepreneurship.
An entrepreneurial skills course offered at Pikes Peak Community College to help low-performing first-year students gain confidence and finally college is claiming success as the school year comes to a close. The college reports that 416 students enrolled in the Ice House Curriculum course in the fall and 409 in the spring. The program began in August. Participants are new students who need remediation in reading, writing or math in order to do college-level work.

Eighty-three percent of students who passed the Ice House course in the fall semester re-enrolled for spring, compared with 55 percent for a control group of students, according to PPCC President Lance Bolton.

The gap is about finding the confidence to own your own success, to make yourself successful," Bolton said. "The goal post is graduation, so we’re off to a good start."

The control group followed a more traditional program that emphasizes study skills and school resources. Also, 91 percent of students who completed the Ice House course passed their other classes, a 14 percent increase over the control group. Retention and graduation of students who start college lacking basic skills in core subjects is a national and local concern. Sixty-five percent of PPCC’s 22,000 students have needed developmental, or remedial, education to bring them up to college-level work, Bolton said. Locally, just 10 percent of these students will complete college. Nationally, he said, 5 percent graduate.

"The problem we’re trying to solve is engagement," he said. "Students aren’t engaged. Workers aren’t engaged. But a small subset is hyper-engaged and behaving in entrepreneurial ways. It’s a mindset. The Ice House is about empowering ordinary people.”

PPCC student Beverly Brown said the material is relevant to “everything you do.”

“You go from a victim mindset and feeling sorry for yourself to a growth mindset,” she said. “There’s clarity I never had.”
1. The Person and the Situation
2. Product Info
3. Use Cases
4. Implementation
PPCC Faculty, Dr. Lynne Chandler-Garcia

https://youtu.be/3i8JIH7OPl0
How much impact do you want to have?
Implementation Plan

✦ Adoption Opportunities
✦ Steps for Success
✦ Challenges
✦ Next Steps
Adoption Samples

Introduction to Entrepreneurship (Credit Course) – Hudson Valley CC
First-Year Student Success Course (Credit Course) – Pikes Peak CC
Small Business Development Center (Non-Credit Course) – CA CC
Library District (Book Discussion & Non-Credit Course) - Pikes Peak LD
Youth Program (Non-Credit Course) – Pikes Peak Workforce Center
Workforce Development (Community Education Non-Credit Course) – Highline CC
Sample Steps for Success

Trained facilitator to teach the curriculum

Scheduling that meets the needs of participants

Key messaging to share Ice House philosophy to increase registration

Marketing materials that speak to the relevant audience

IHEP participant materials
Sample Challenges & Solutions

Lack of connection to messaging – start with the philosophy & inspire; create targeted marketing materials

Lack of trained facilitator – identify inspiring facilitators and have them trained

Lack of community connection or support – identify opportunities to share Ice House message with community stakeholders

Cost of IHEP materials for participants – identify a scholarship opportunity with a local philanthropist
Closing Remarks & Certificate Ceremony
Introducing a New Theory of Well-Being

- **P**: Positive Emotions
- **E**: Engagement
- **R**: Positive Relationships
- **M**: Meaning
- **A**: Accomplishment
Everyone thinks of changing the world, but no one thinks of changing himself.

- Leo Tolstoy
Be the change...