



**2018
PROGRAM
REPORT**



**GOVERNOR'S
SCHOOL FOR
ENTREPRENEURS**

Igniting the Entrepreneurial Mindset of Kentucky Teens

A Message From GSE

IGNITING THE ENTREPRENEURIAL MINDSET

There is something deeply satisfying about entrepreneurship. Why? Because it is innate. It is in our DNA. We are, by nature, driven to create and build things. We are born innovators and problem solvers. At GSE, teens are valued for their innovative spirit. They are creative. They are change makers and disruptors. We work to ignite a passion for entrepreneurship that will last a lifetime. As a result, at the end of our three week immersive, teens say that the GSE experience has changed their life. How did we do this? We unleashed their innate entrepreneurial spirits. We ignited their entrepreneurial mindsets.

Since 2013, we have been passionate about propagating Kentucky's entrepreneurial ecosystem with talented Kentucky teens. With the support of our statewide entrepreneurial partners, supporters, sponsors, and friends - we have achieved much. We have served 340 teens, helped inspire the launch of 7 small businesses, and thanks to our collegiate partners, we are able to provide \$2.9 million dollars in scholarship opportunities each summer. We are working to align Kentucky's entrepreneurial ecosystem, to make it easier for young, aspiring entrepreneurs to achieve success - and we've made great progress.

As you explore the 2018 GSE program report, we encourage you to think about how a program like GSE would have impacted you at such an early, formative age. During the program, motivated teams of high school students develop a business model, design a prototype, and pitch their startup to a large audience and panel of judges. At GSE, they learn about the opportunities, benefits and pitfalls of taking a business concept from the idea phase to pitching it to potential investors. We expose our teens to entrepreneurial tools such as the business model canvas and design thinking principles. We cultivate both essential and technical skills throughout the GSE experience. The spark of entrepreneurship is in each of us. But, to become an entrepreneur takes a unique mindset. Successful entrepreneurs must be determined and disciplined, confident and competitive and unafraid of failure.

The Governor's School for Entrepreneurs is truly just the beginning of a lifelong entrepreneurial journey. We invite you to join our efforts to activate the spirit, cultivate the mindset and propagate the next generation of entrepreneurship in Kentucky. With your support, we can foster and empower the brightest and best future business owners, catapulting positive economic advancement in communities across Kentucky.

MAC GLIDEWELL
EXECUTIVE DIRECTOR

TASHA SAMS
DIRECTOR

VISION AND PROGRAM DESCRIPTION



“
I absolutely loved this program. It has been the most amazing 3 weeks of my life: I have formed relationships with people from all over the state, my eyes have been opened to the opportunities around me, and the program has bettered me as a whole.
”

2018
GSE ENTREPRENEUR

VISION

The Governor's School for Entrepreneurs (GSE) brings teens together from around the state, immerses them in a creative space and arms them with the tools needed to unleash their innate entrepreneurial spirits for the economic betterment of Kentucky.

PROGRAM DESCRIPTION

GSE entrepreneurs live on a college campus in dormitories with separate quarters for males and females. During the transformational three week period, they learn a great deal about themselves and others as they live in a community and develop long-lasting friendships. A select group of trained high school and college educators, graduate and undergraduate students, business leaders, experienced entrepreneurs and other mentors works closely with the teens in experiential learning sessions, hands-on design sessions and cross-curricular activities. Well - known guest speakers and mentors, field trips to startup companies and other businesses, interactive technology workshops, special events, and a wide range of recreational opportunities create the ultimate entrepreneurial immersion.

QUOTES FROM GSE ALUM

I'M SO THANKFUL FOR THE GSE PROGRAM. IT HAS HELPED PROPEL ME TO DO GREAT THINGS. AND I KNOW THE EFFECTS WILL BE EVERLASTING. BECAUSE OF GSE, I HAVE RECEIVED VARIOUS SCHOLARSHIPS AND OPPORTUNITIES, AND I AM VERY GRATEFUL FOR THAT. IT WAS SUCH A FUN, EDUCATIONAL, AND LIFE-CHANGING EXPERIENCE, AND I WOULDN'T TRADE IT FOR THE WORLD!

ANDIE WALTERS, GSE 2014



"The one thing that GSE has really taught me is that oftentimes the more you fail, the more you're going to succeed. Without failure, you're not trying hard enough."

Zach St. Hilaire, 2017 GSE Entrepreneur

THE GOVERNOR'S SCHOOL FOR ENTREPRENEURS HELPED ME REALIZE MY FULL POTENTIAL AS AN ENTREPRENEUR AND LEADER OF MY COMMUNITY. I AM NATURALLY INTROVERTED. THIS PROGRAM WAS MY FORM OF EXPRESSION. SINCE GSE I HAVE CONTINUED WORKING WITH STARTUPS AND USING THE SKILLS AND EXPERIENCES I'VE GAINED TO HELP IMPROVE MY COMMUNITY. YOUR MONEY WILL GO A LONG WAY IN HELPING IMPROVE THE COMMUNITIES OF THIS STATE AND FUND KENTUCKY'S NEXT GENERATION OF YOUNG ENTREPRENEURS LIKE ME.

KYLE O'BRIEN, GSE 2014

"GSE HAS TAUGHT ME THAT IT IS OKAY TO NOT KNOW EVERYTHING AS LONG AS I AM WILLING TO LEARN. I WILL TAKE THIS WITH ME FOR THE REST OF MY LIFE."

Anjali Senthikumar, 2017 GSE Entrepreneur

GSE WAS THE MOST VALUABLE EXPERIENCE OF MY LIFE.

AUDREY FIELD, GSE 2015

GSE WAS A LIFE CHANGING EXPERIENCE FOR ME. IT MADE ME REALIZE THAT THE REAL WORLD IS NOTHING LIKE SCHOOL.

MAUREEN LYKE, GSE 2015

GSE CHANGED MY WAY OF THINKING IN EVERYDAY SITUATIONS AND HOW I FACE CHALLENGES WITH MYSELF OR WITH A GROUP

BRADLEY RODRIGUEZ, GSE 2015



"TriPhonia has now been sold to a company named PandaBit which is headquartered in Louisiana. After selling TriPhonia (did it for 4.5 years) we are getting a residual percentage of the sales from the company each month, so we are still getting paid for a company we sold! I am now the Lead Web Developer for a local marketing firm. I created my own marketing firm DDR (Design Done Right) and work with many clients, including nationwide non-profits like Dress For Success."

Joe Richardson

Two Ways to Apply to GSE



As a team with assigned roles, skills, and talents

As an individual with skills and talents for a team



Two Minute Video

Create a 2-minute video showcasing why you are a valuable member to a team or why your team has the skill sets needed to launch a successful startup.

Online Application

Complete our online, digital application, emphasizing short answer questions that are intentionally open ended.

Recommendations

Obtain 2 letters of recommendation per our online recommendation form, tailored to assess your compatibility with entrepreneurship and GSE.

THE GSE EXPERIENCE



Igniting the Entrepreneurial Mindset of Kentucky Teens

Opening our doors to the first group of teen Entrepreneurs our mission is to bring teens from across the state, 2013 into a three-week residential program, immerse them in a creative space and arm them with the tools needed to unleash their innate entrepreneurial spirits for the betterment of Kentucky. During the program, motivated teams of high school students develop a business model, design a prototype, and pitch their startup to a large audience and panel of judges. At GSE, they learn about the opportunities, benefits and pitfalls of taking a business concept from the idea phase to pitching it to potential investors.

At GSE, we aim to create an authentic entrepreneurial experience for teen participants. Entrepreneurship is messy and often unpredictable - therefore our design directly mirrors these concepts. Finding clarity in ambiguity and embracing failure as a positive on the pathway to success lines all that we do at GSE. The soft skills we activate, paired with our innovative curriculum, ensure growth in each and every GSE entrepreneur.

In learning entrepreneurial skills, a mindset change takes place. Learning to think like an entrepreneur empowers young people to dissect their reality, see how it fits together, and imagine new ways of reconstruction.

GSE unlocks the innate entrepreneurial spirit inside teens. They already want to be creative and innovative, GSE just helps them understand how to do it. Our experience helps them realize their self-worth, gives them the motivation to take initiative, and teaches that flexibility is necessary because failure is unavoidable.

The team environment helps participants understand the importance of collaboration and communication. They learn the power of networking and what it means to be a good employee. Entrepreneurial skills go beyond a summer program, business or classroom; entrepreneurial skills are life skills.

“

It's okay to feel uncomfortable sometimes; growth and comfort do not coexist.

Get used to failure. It's the only thing separating dreams from reality.

”

PROGRAM CONTENT

BUSINESS MODEL CANVAS
Originated by Alexander Osterwalder, the Business Model Canvas (BMC) is a template used to show a company's business model. The BMC breaks a company down into nine parts and helps GSE participants understand different aspects of a business and how they relate.



LEAN STARTUP METHODOLOGY
Championed by Eric Ries, the Lean Startup is a business development methodology based on the lean manufacturing philosophy used by Toyota. Focused on a build-measure-learn process, the lean startup methodology provides a framework to help entrepreneurs build companies cheaper and more effectively.

DESIGN THINKING
Design thinking is an approach to creative problem-solving. This way of thinking forces teams or individuals to empathize with human needs and look at new ways of solving problems. Design thinking lies at the center of desirability, feasibility, and viability.

TECHNICAL SKILLS
The GSE experience cultivates and hones technical skills. Engineers, artists, scientists, leaders, orators, designers, and others come together to form GSE teams. Teams are heavily reliant on the technical skills within their teams.



SOFT SKILLS
Entrepreneurship is a great platform for developing soft skills (like communication, collaboration, critical thinking and self-direction).

2018 GSE HIGHLIGHTS



"Make sure you soak all of the information in and be a sponge. All of the information and knowledge you are given about entrepreneurship, business and the life skills are all important and you will need to know in the future."

2018

GSE ENTREPRENEUR

From the first day of GSE, our young entrepreneurs are challenged. Often, they come expecting worksheets and a traditional educational experience. What they receive is exactly the opposite. Our entrepreneurs create their own work, guided by their own ideas and understandings. We guide them using tools and skills we know to be crucial for success. We expose them to the content, and they implement. It is truly amazing. From the .21 of our program, to day 1 to see the transformation of our teens from day beginning, we demand that they think on their feet, embrace failure, and ask questions. We simulate what it takes to create a company, to build a solid foundation from concept to reality. There are no right or wrong answers, no yes or no questions. Entrepreneurial skills are life skills - and by the end of our program, we ignite an entrepreneurial mindset that our participants carry with them for the rest of their lives.



"This Experience Changed My Life."

1

TEAM FORMATION IMITATING A COLLABORATIVE STARTUP EXPERIENCE

Team formation imitates a collaborative startup experience. Teens from around Kentucky form teams of four and will spend three weeks working toward Demo Day. Teens learn how to effectively communicate, compromise, resolve conflict, and collaborate.

2

DESIGN A BUSINESS MODEL FOR A PRODUCT OR SERVICE

Teams will work together to create a business model around a product or a service. Using the Business Model Canvas, teams are able to build and adapt quickly, while visually noting how all components of their business are impacted as they develop.

3

DEVELOP A MVP

Teams design a prototype, if applicable, while designing their business model. Teams have access to 3D printers, modeling tools, woodshops, CNC machines and more while at GSE.

4

PITCH ON DEMO DAY.

The culmination of our program, known as Demo Day, showcases the transformation of our young entrepreneurs from day 1 to day 21 of the program. Teams pitch their business ideas in front of a large audience and a panel of judges. The winning team wins cash, as well as the opportunity to further their idea.

ENTREPRENEURIAL COMMUNITY



ENTREPRENEURIAL COMMUNITY



ABOVE: GSE TEENS TOUR TOYOTA, LEARNING ABOUT LEAN STARTUP METHODOLOGY AND MUCH, MUCH MORE!

INCLUDING THE ENTREPRENEURIAL ECOSYSTEM

Over 30 guest entrepreneurs and business leaders from around the state spent time with GSE teens. They shared their own startup stories, struggles and successes. Here are just a few focus areas and take aways:

- creative approaches while problem solving will likely separate you from your competition
- how innovation and entrepreneurship are reshaping rural Kentucky
- the importance of social media when building a digital startup
- how grit and perseverance will play a role in your success
- art & design - how logos and brands use color, style and inspiration from art and the environment to influence and communicate

DEMO DAY



1st Place
Dose Defense

Dose Defense created an insert for prescription pill bottles that limits the number of pills removed at a time to one. Aiming to be the next industry standard for child proof medication, the reverse funnel shaped design can be manipulated to fit a variety of pill sizes and shapes.



2nd Place
CardiaCare

CardiaCare created a 3 pronged modern ECG solution. They engineered and printed a cheaper, quicker, and easier to use ECG. Their solution is 96.8% accurate at detecting the top five cardiovascular diseases.



3rd Place
Quick Haul


Communication gaps in the construction industry cause delays and underemployment, resulting in lost wages for several demographics. Quick Haul created an application that connects contractors to haulers. Here, they can monitor shipments, message and communicate easily, create detailed profiles and provide ratings and reviews, and other needed features. Their app solution digitizes the construction industry, making construction needs and connections easier than ever to find and manage.


DOSE DEFENSE





CONTINUED GROWTH



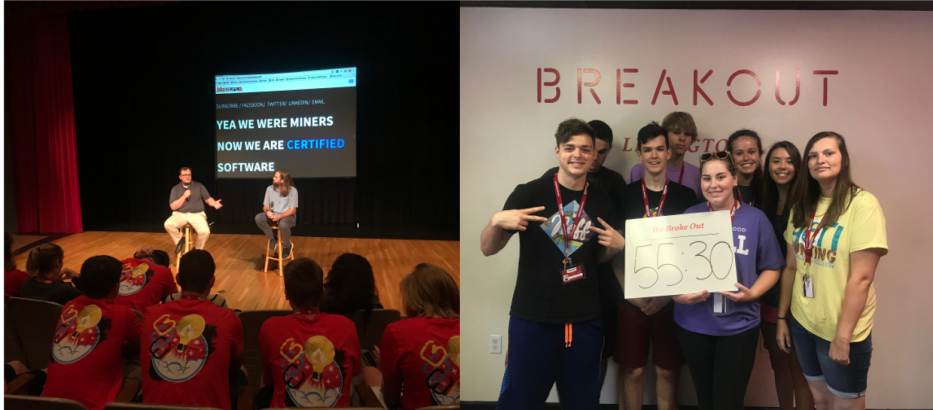
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GSE's selective, high impact summer program can be augmented with tools to keep young entrepreneurs engaged and inspired to maximize the impact of the program.
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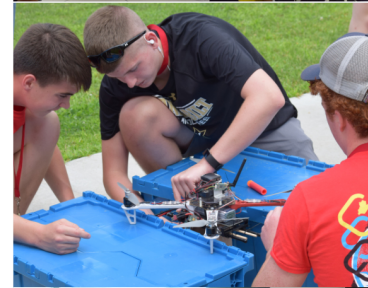
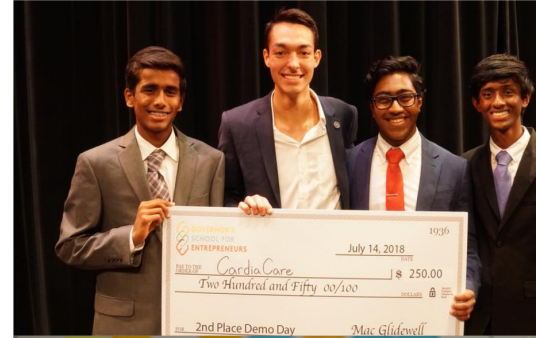
GSE connects alumni with internships and job openings.
- 

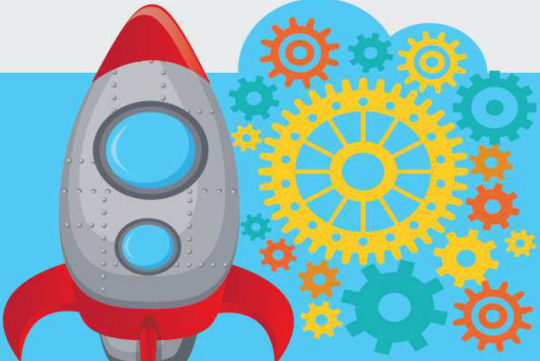
GSE identifies the most promising alumni, continues to pair them with resources, and supports their efforts to launch businesses.
- 

The Governor's School for Entrepreneurs will provide the support these teens need to go from 9th grader to business owner.



GALLERY
 Here's a glimpse of the 2018 GSE Program!





GOVERNOR'S SCHOOL FOR ENTREPRENEURS

2018 GSE Program

"If you think you are an expert or have great knowledge, you're wrong - listen, participate, step outside of your comfort zone, and have fun. Be prepared to learn about applied rather than theoretical entrepreneurship."

2018 GSE Entrepreneur

Entrepreneur Feedback

In 2018, GSE conducted a pre and post test concerning the program and the experience of our entrepreneurs. Find their feedback below.



The GSE Experience

“ Being an entrepreneur means learning to embrace change head on, and being fearless and passionate about your idea. ”

- 75%** Had no experience with entrepreneurship prior to their GSE experience
- 63%** of our entrepreneurs want to continue to pursue entrepreneurship after GSE
- 100%** of our entrepreneurs now understand how to embrace failure as a positive and as essential when working toward success
- 90%** will seek high school class credit for their GSE experience. The remaining 10% attend private schools where this isn't an option
- 94%** will attend college after high school. The remaining 6% will enter the workforce
- 100%** of our entrepreneurs recommend the GSE experience to their peers

What is the most important thing you learned about entrepreneurship at GSE?

- “ Investors need to believe in you. If you aren't welcoming, kind, and hard working nobody will want to invest in your company, even if you have a good idea. ”
- “ Its all about the problem. Unless you are truly solving a problem, your business won't thrive. ”
- “ There is a lot of work that goes into it and you have to do it for the love of the process and love of your product, not just for the benefits of success - you will fail a LOT ”
- “ Starting a business isn't just getting a good idea but also a good team. You have to surround yourself with people who have the mindset of an entrepreneur. ”

IMPACT

- **7** GSE has helped to inspire the launch of 7 small businesses. The beginning of our journey with the teens we serve truly begins at the end of the three week, immersive GSE experience.
- **340** We have served 340 talented teen entrepreneurs. Hundreds of our alum are now heavily engaged in start up communities around the state.
- **\$2.9** Thanks to our many collegiate partners, we are able to provide \$2.9 million (on average) in scholarship dollars each summer! We are passionate about providing opportunities for our alum to continue their entrepreneurial journeys, at the collegiate level and beyond.



2018 Demographics of GSE

We are passionate about looking at the needs and current growth trends in the entrepreneurial marketplace.



85%

STEAM Area of Study

85% of our participants come to GSE with at least base knowledge in a STEAM area of study. Many are part of PLTW or similar career pathways at the secondary level.

35%

Diversity

We are purposeful about having a diverse and equitable program. 35% of our participants represent an ethnic or racial minority.

40%

Socioeconomic

We understand that entrepreneurship may be the best vehicle for true economic advancement. Therefore, 40% of our participants represent a low socioeconomic status.

50%

Male to Female Ratio

The 2018 GSE program hosted 31 female and 31 male participants.

SPONSORS AND SUPPORTERS

The Governor's School for Entrepreneurs is an agency of the Kentucky Education and Workforce Development Cabinet



We would like to give a special thanks to our host site, Transylvania University



GSE would not be possible without the overwhelming amount of support we receive from our community. Below find the reasons GSE continues to thrive



James R. Boyd Chris and Josephine Young Henry V. Heuser Jr. Randall Stevens
 Warren Nash Anne Nash Dale Boden and Ceci Conway Koleman Karleski
 Diane Niehaus Donna Roth and Kelly Vickery Melinda Bredwood Peter Larue

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BECOME A SPONSOR

With your support, we can foster and empower the brightest and best future business leaders, catapulting positive economic advancement in communities across Kentucky

Please contact us to learn more about becoming a sponsor or supporter of our program

Learn more about GSE at www.KentuckyGSE.com



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