



GOVERNOR'S
SCHOOL FOR
ENTREPRENEURS



2019 PROGRAM REPORT

Igniting the Entrepreneurial Mindset of Kentucky Teens



A Message from the Executive Director



Tasha Sams
Executive Director

There is something deeply satisfying about entrepreneurship. Why? Because it is innate. We are, by nature, driven to build and create. At GSE, teens are valued for their innovative spirit. 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 their GSE experience has changed their life. How could this be? We ignited their entrepreneurial mindsets, giving them a chance to see the world differently - through the eyes of an entrepreneur.

Based on our work in the entrepreneurial ecosystem and our continued efforts to engage the talented, teen entrepreneurs of Kentucky, we are sure of this: There is no doubt that immersing students in an intensive, problem-based environment - where they are faced with making decisions about their product or service, revenue model, and business - opens their eyes and minds to the world in ways that stay with them for life.

Thank you for your support and interest in the GSE program. With your support, we can foster and empower the brightest and best future business owners, catapulting positive economic advancement in communities across Kentucky.



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

The Governor's School for Entrepreneurs (GSE) identifies and enables Kentucky high school students to become our Commonwealth's next generation of entrepreneurs. Through our three-week residential experience, GSE participants from throughout the Commonwealth are 1) introduced to KY's most successful entrepreneurs and fastest growing businesses, 2) equipped with the tools and skills to create and build their own businesses, and 3) matched with complementary skilled peers to develop business plans and product or service prototypes.

GSE entrepreneurs live on a college campus in dormitories. 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

The annual GSE intensive program culminates in a pitch competition attended by a large audience representing Kentucky's entrepreneurial ecosystem. In addition, as a direct result of their participation in GSE, participants qualify for some \$3 million of scholarships from Kentucky's universities and colleges. Over 400 young Kentuckians have graduated from GSE since our inception in 2013.



The GSE Application is a 3-step Process

One:

Create a two-minute video showcasing why you are a valuable member to a team and why you have the skill sets needed to launch a successful startup. This video is your pitch, explaining why you should be a part of GSE.



Two:

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

Three:

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



"The most important thing I learned is that failing is okay. So many speakers talked about how it took them multiple times to get the point where they are. Additionally, they all said that failing is only going to make you more knowledgeable and more prepared, so don't be afraid to make mistakes."

"Entrepreneurship truly is an all encompassing word because it means that you have to market your product, create your product, and present your product. Ultimately to be an entrepreneur you must be well rounded as it takes many different skills."

"Working with people is the most difficult and rewarding part of entrepreneurship. You need to give everything you have into your business therefore you should have a driving reason behind starting it."

Quotes from GSE Alumni

"Entrepreneurship is really the most challenging fields one can work in because it takes a person willing to risk everything for something they are passionate about."

"When times get tough is when the successful people thrive and overcome that adversity."

"Entrepreneurship requires grit. I've learned that entrepreneurship is the hardest thing you can do in life, therefore it requires a significant amount of persistence, patience, and endurance. I've learned that it will take bad days, stressful moments, late nights, and relational struggles to get a job done or a product produced. I also absorbed the fact that I will never be done working, or planning, or dreaming, or growing. Your entrepreneurial journey isn't a check-list, but an evolving and ever-changing lifestyle-- and, now more than ever, I am ready for it."



The GSE Experience

Igniting the Entrepreneurial Mindset of Kentucky Teens

Opening our doors to the first group of teen entrepreneurs in 2013, our mission is to bring teens from across the state 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.

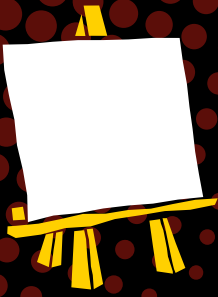
In learning entrepreneurial skills, a mindset change takes place. Learning to think like an entrepreneur empowers young people to dissect their reality, see how it fits together, and imagine new ways of reconstruction.

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.



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 technical skills within their teams.



ESSENTIAL SKILLS

Entrepreneurship is a great platform for developing essential skills (like communication, collaboration, critical thinking and self-direction). GSE hones and strengthens essential skills through the lens of entrepreneurship.

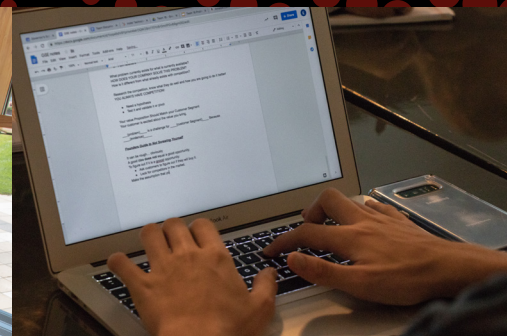


Highlights of GSE

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. We guide them in thinking on their feet, embracing failure, and asking 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.



While all participants gain vital entrepreneurial skills through the program to use as they enter the workplace or continue into higher education, 10 new businesses have already been launched by young entrepreneurs. Others have filed for multiple patents and developed new ideas and relationships that sow the seeds for more business formation. Many alumni have chosen to enroll in entrepreneurial programs at Kentucky universities and attribute this decision to the inspiration they received attending GSE in high school.



Small Businesses & Local Entrepreneurs

Collaboration and the power of partnership guide the success of our program. Bringing teens together from all around the Commonwealth, and immersing them in a thriving entrepreneurial ecosystem allows for unique opportunities. Our unique partnerships allow us to integrate experiential education and learning methodologies with modern entrepreneurship. Our initiatives are transdisciplinary, as is entrepreneurship.

GSE is proud to host entrepreneurs and businesses from throughout the state of Kentucky. Likewise, when on field trips and site visits, entrepreneurs welcome the teens into their space and share the trials, tribulations and successes of their businesses in candid conversations, while allowing unparalleled access to the inner workings of their day to day. This apprentice styled mentorship delivers both learning and relationship. Below, find just a few examples from the 2019 GSE program.



Awesome Inc. exists to create and grow high tech startups. They do this by hosting community events, leading technology education courses, and offering a shared workspace environment. During GSE, Awesome Inc. hosts a mobile app development workshop for our entrepreneurs.

Awesome Inc. also hosts the 5 Across pitch competition. Our entrepreneurs attend each year, to get a glimpse of what pitching is, and what will be expected of them on GSE's Demo Day.



Cintrifuse connects StartupCincy's doers, dreamers and disruptors. It is important for our entrepreneurs to learn about neighboring ecosystems, so they can understand opportunities to collaborate and innovate.

Forest Giant is a group of collaborative thinkers that specializes in creating unique and beautiful experiences. Forest Giant is a great example of when art and entrepreneurship collide, and we make it a point to showcase intersectionalities in content areas when possible.



About Our Host

NKU
NORTHERN
KENTUCKY
UNIVERSITY

HOME OF GOVERNOR'S SCHOOL FOR ENTREPRENEURS





“The Governor’s School for Entrepreneurs enrolls highly motivated and talented teens from across the Commonwealth, and I’m proud NKU will have a role in exposing these students to the entrepreneurial way of thinking.”

“Through our Center for Innovation and Entrepreneurship’s (CIE) Jumpstart program, we have seen how introducing the startup mindset to high school students impacts them. It empowers these future leaders to foster innovation and inspire change. NKU and the Northern Kentucky/Greater Cincinnati region is the perfect location for the GSE with our emphasis on nurturing talent, fostering innovation and enhancing community vibrancy.”

- Ashish Vaidya, *President, Northern Kentucky University*

About NKU

NKU is a growing metropolitan university of more than 14,000 students served by more than 2,000 faculty and staff on a thriving suburban campus near Cincinnati.

Located in the quiet suburb of Highland Heights, Kentucky—just seven miles southeast of Cincinnati—we have become a leader in Greater Cincinnati and Kentucky by providing a private school education for a fraction of the cost. While we are one of the fastest growing universities in Kentucky, our professors still know our students’ names.





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.



Pawject SOS A durable attachment that latches on to a pet's collar and connects to an app on a smartphone. This attachment has GPS technologies as well as flashing lights/sound to help others spot missing or lost pets.



Bounce Back An app that uses sonar technology within smartphones to help monitor and regulate panic attacks.



Bare Water Co. An aluminum can water company with a direct focus on the environment. Their uniquely designed can has a resealable top and is infinitely recyclable.

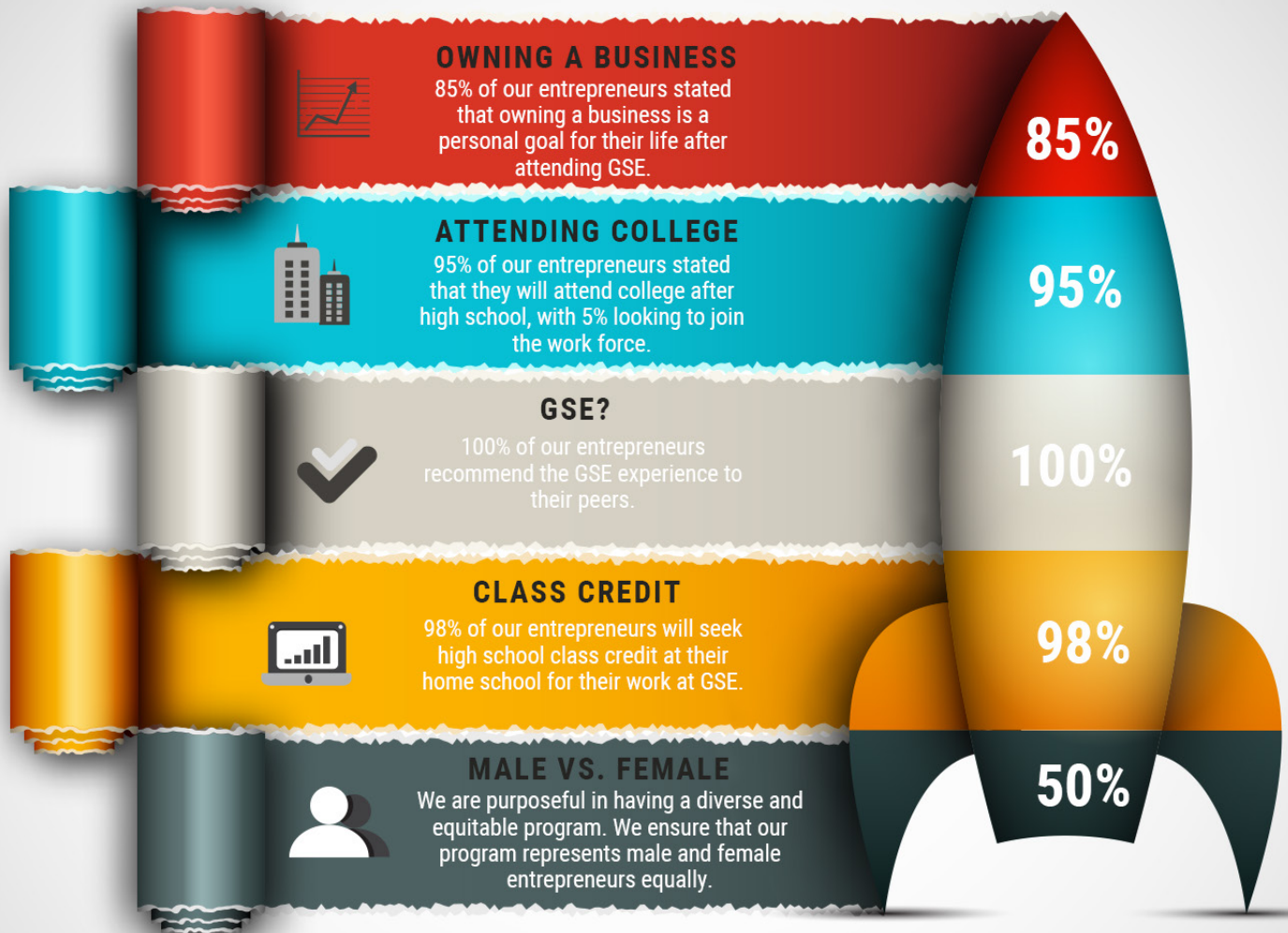
The 2019 GSE Demo Day was a beautifully transformative, impactful experience. With an audience of around 400, our talented teen entrepreneurs pitched 18 startup ideas. There was such special energy in the room! Our judges brought a wealth of knowledge and

experience - Meg Rush, Jonathan Webb, Ramel Bradley, and Rebecca Wheeling - thank you for giving our entrepreneurs candid advice and genuine encouragement!

While their GSE journey has come to a close, we are ecstatic to keep working with our teens. GSE is just the beginning of their entrepreneurial journey.



2019 PROGRAM REFLECTION



**GOVERNOR'S
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After GSE

With an entrepreneurial mindset and a network of support, GSE teens are prepared to turn ideas into products and companies. We provide the support these teens need to go from high school student to business owner. Below, find three rising entrepreneurs from our 2019 cohort:

As a 15-year old freshman at North Oldham High School, **MyFetalLife** Founder and President Riya Shah had an idea. After hearing more than once the story of her mother's false contractions before her birth, she wanted to create a mobile app to help women measure their contractions and make better informed decisions. Riya is currently a senior in high school. Active in Future Problem Solving and academic science-based competitions but also passionate about art and design, Riya participated in the University of Louisville's LaunchIt Entrepreneurship Training program and attended the Governor's School for Entrepreneurs. She has subsequently filed several additional patents for related medical devices and has raised funding from several angel investors.



Riya Shah, CEO
MyFetalLife
Goshen, KY



“ Everything changed in 2019. I attended the Governor's School for Entrepreneurs (GSE). I ramped up artisan shows. I printed my first color T-shirts. I began wholesale more seriously. I created all kinds of new products. And I started to refine the vision for what **Anneli White Designs** would become. During the summer, I received 240+ hours of collegiate level entrepreneurship training, heard from business owners and start ups from across the region, and gained a family of coaches and friends who believed in me at Kentucky's prestigious business boot camp-- GSE. It was there where my business dreams were confirmed and I began planning for my business' future. Anneli White Designs products can be found on store shelves at numerous local shops and at seasonal artisan craft shows. In January 2020, Anneli White Designs became an official LLC, and now the Anneli White Designs' website has LAUNCHED!”

- **Anneli White, CEO, Anneli White Designs, Shelbyville, KY**

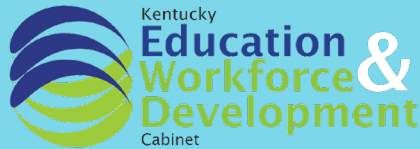
RAK Louisville (Random Acts of Kindness Louisville) is a movement to flood the city of Louisville with random acts of kindness and epic acts of service. We identify serving opportunities throughout the community that are suitable for students, promote RAK Louisville projects and continue to raise up RAK Louisville team leaders who can lead projects throughout our community. The Mayor of Louisville has proclaimed December 23rd as Random Acts of Kindness Louisville (RAK Louisville) Day. We work hard to encourage as many people and teams to participate on this day to bring awareness to RAKLouisville.



Andrew Dunn, CEO
RAK Louisville
Louisville, KY

Sponsors & Supporters

The Governor's School for Entrepreneurs is a partner to both the Education and Workforce Development Cabinet and to the Cabinet for Economic Development.



We would like to give a special thanks to our host site, Northern Kentucky 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:

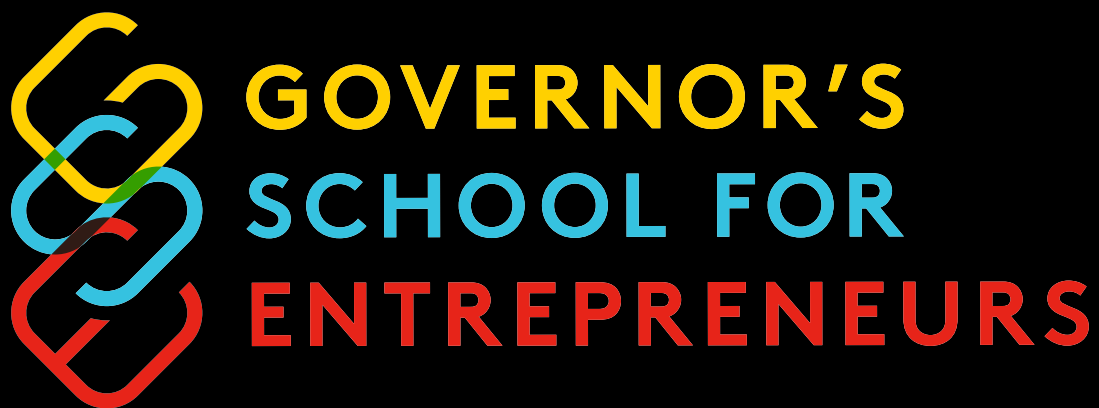


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With your support, we can foster and empower the brightest and best future business leaders, catapulting positive economic advancement in communities across Kentucky. Please contact us to learn more about becoming a sponsor or supporter of our program. Learn more about GSE at www.KentuckyGSE.com



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