



DreamBuilder

The Women's Business Creator

Alexandra Stinchfield
Associate Managing Director & Chief of Staff
ASU Vietnam



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Success Story

- ▶ Marcella Williams started her business in 2015. “I decided to do something that I always wanted to do and that was to become a truck driver.”
- ▶ Her advice to small business owners is, “Dream big and look forward. Use the DreamBuilder program as a resource. Their expertise and wisdom offer so much clarity. They helped me to hone-in on certifications, my target market, and funding opportunities.”



DreamBuilder Stakeholders

- ▶ **Creators**
 - ▶ Freeport-McMoRan Foundation
 - ▶ Thunderbird School of Global Management
- ▶ **Developer/Technology Partner**
 - ▶ Bluedrop Performance Learning
- ▶ **Implementing Partners**
 - ▶ Freeport McMoran mining sites
 - ▶ NGOs
 - ▶ Universities
 - ▶ Embassies

DreamBuilder Overview

- ▶ **DreamBuilder:**
 - ▶ Free, online entrepreneurial training and certificate program
 - ▶ 12-13 courses cover basics for starting a business
 - ▶ Business Plan generated upon completion
 - ▶ English and Spanish

- ▶ **Financing Your Dream:**
 - ▶ Free, online Access to Capital course
 - ▶ One course covers types of capital and lending options
 - ▶ Capital Action Plan generated upon completion
 - ▶ English and coming soon in Spanish

DreamBuilder Overview

- ▶ **Target Population**
 - ▶ Women who want to start or grow a business
- ▶ **Target Partner Organizations**
 - ▶ Non-profit and government agencies that serve Freeport-McMoRan mining communities and geographic areas
 - ▶ Entities that offer education, training, or entrepreneurship programs for women



Benefits to Partner Organizations

- ▶ Helps meet local, regional, or state goals for increasing training that leads to economic growth
- ▶ Access to data on enrollment and completion rates
- ▶ Support and training for organizational staff from a Thunderbird trainer
- ▶ Inclusion in public relations related to program

DreamBuilder Components

- ▶ Pre and post-program surveys
- ▶ Lock-step sequenced courses



DreamBuilder Components

- ▶ **Fictional Character, Alma**
 - ▶ Guides modules
 - ▶ Shares lessons learned
 - ▶ Motivates learners



DreamBuilder Components

- ▶ Engaging modules that include:
 - ▶ Testimonials of successful entrepreneurs
 - ▶ Interactive exercises and games
 - ▶ Quizzes



DreamBuilder Components

- ▶ **Business Plan Generator**
 - ▶ Captures information from students during the courses
 - ▶ Generates a business plan upon completion of program



The screenshot shows the DreamBuilder Business Plan Generator interface. On the left, there is a teal silhouette of a woman in a dress walking. The top left corner features the DreamBuilder logo. The main content area is divided into sections:

- Company Description**
- Products & Services**
- Marketing**

Below these sections, there are two text input areas with instructions:

List all of the things going on in your community, country, or neighborhood that may impact your business.

Several potential customers and competitors have launched in the neighborhood this past year. In terms of potential customers, there are five new companies that opened in the past year. I plan to visit these companies to see if they would be interested in my services. In terms of competitors, I have seen several food trucks serving the neighborhood in the past six months, and a new catering business launched last month.

Describe the size of the industry that your business will be a part of. Are there many people in this industry? Is the industry growing? If you already know, list the amount of money the industry generates each year or the number of people employed in the industry. If you don't know, investigate and write down your findings.

At the bottom, there are three buttons: **Preview**, **Save**, and **Cancel**.

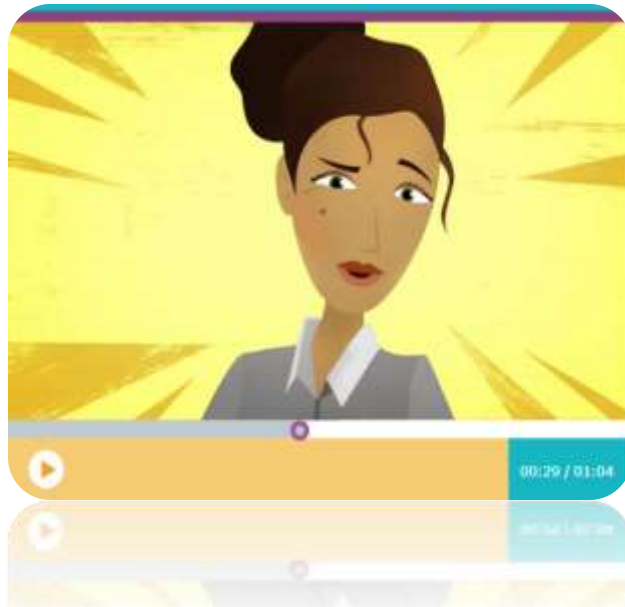
Spanish DreamBuilder

- ▶ Launched in Peru and Chile in 2013, in US in 2014
- ▶ *Telenovela/Soap Opera*
 - ▶ Four female protagonists, episodes reinforce instruction



English DreamBuilder

- ▶ Launched in US in 2015
- ▶ Animated Series
 - ▶ Features Sara, an aspiring entrepreneur in the US



DreamBuilder Success to Date

 **34,296**
ENROLLED

 **3,532**
GRADUATED

 **99,269**
COURSES TAKEN

 **10%**
GRADUATION RATE

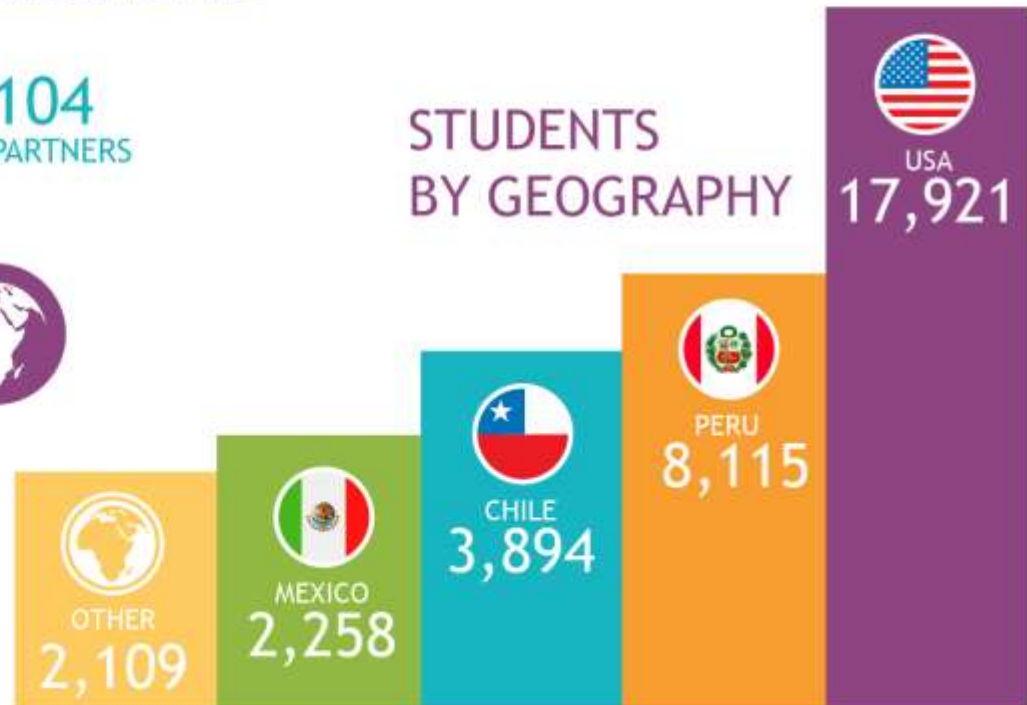
 **208,320**
HOURS OF TRAINING
PROVIDED

 **104**
PARTNERS

73 COUNTRIES WITH
REGISTERED USERS



STUDENTS BY GEOGRAPHY



Learn More

▶ Visit:

- ▶ www.dreambuilder.org
- ▶ www.dreambuilder.org/demo
- ▶ www.facebook.com/dreambuilderwomen
- ▶ <https://www.youtube.com/user/DreamBuilderFCX>

Contacts

- ▶ **Kellie Kreiser, Executive Director**
 - ▶ Kellie.Kreiser@thunderbird.asu.edu
- ▶ **Katherine Zuga, Program Director**
 - ▶ katherine.zuga@asu.edu
- ▶ **Cindy Yeager, Senior Director Latin America**
 - ▶ cindy.yeager@thunderbird.asu.edu