

STARTup SOMETHING

Startups. Empowering. Youth.



Big Brothers Big Sisters
of Greater Pittsburgh



start something™



Big Brothers Big Sisters
of Greater Pittsburgh



COVALENT



Presenters

Jan Glick
CEO



Stephanie Adamczyk
Director of Giving

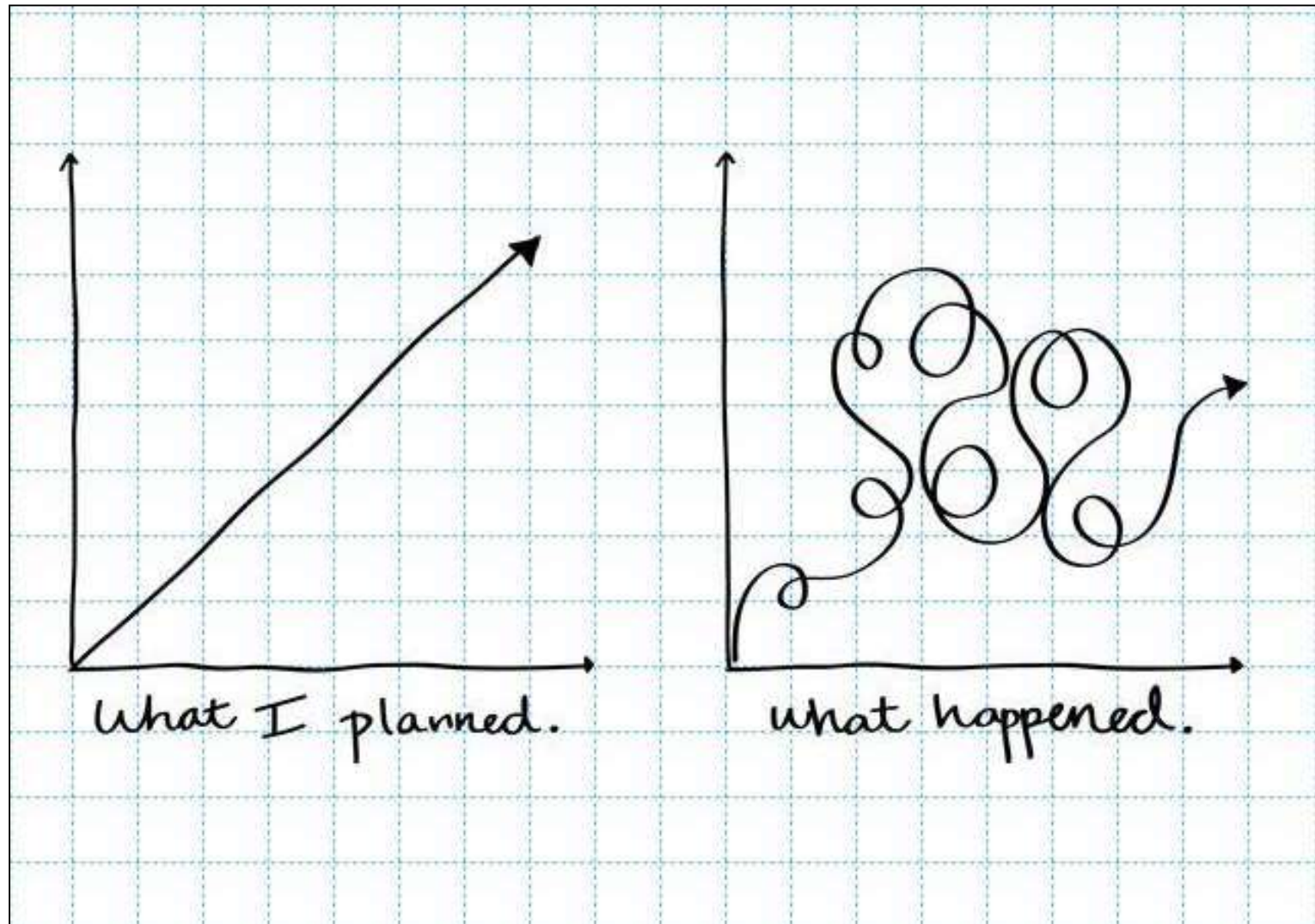


Agency Profile

- Located in the heart of Pittsburgh
- Mid-to-Large Agency of the Year in 2011
- Budget \$1.6m
- Population of Pittsburgh is 310,000;
1.3 million across our service area
- Agency record of 1,311 children served in 2014
- Currently celebrating 50 years in Pittsburgh



Your Career Plan.



Starting Up. Something.



The Rise of Entrepreneurs/Startups



National Trends:

- Startups & Small Businesses
- STEAM Educational Programs
- Careers in Technology Sector
- Rise of Crowdfunding
- Rise of Business Incubators



National Initiatives

- South by Southwest
- Small Business Saturday (after Black Friday)
- President Obama's Startup America Initiative

Entrepreneurs are helping to transform neighborhoods and creating a positive impact on our economy... and the community.

The Maker Movement

Definition: *The Maker Movement is a contemporary culture or subculture representing a technology-based extension of DIY (do-it-yourself) culture.*



STARTup SOMETHING

Innovation approach to cultivation
resulting in quality match activities
and a newly engaged audience.



STARTup SOMETHING

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The Mission: to teach resiliency to youth facing adversity, introduce them to the concept of entrepreneurship, and expose them to emerging ideas and career paths.

- Matches (ages 13-18) visit different startup companies.
- Interactive and educational experience structured around the lifecycle stages of a startup

PARALLELS

BETWEEN

Littles

and

Startups



Both face a great deal of adversity as they grow and develop



Both require guidance through mentorship to become successful



Both need resiliency to rise above the challenges they experience



Both require significant investments; Littles need quality time and startups need capital

START SOMETHING

Step 1: Recon and Network

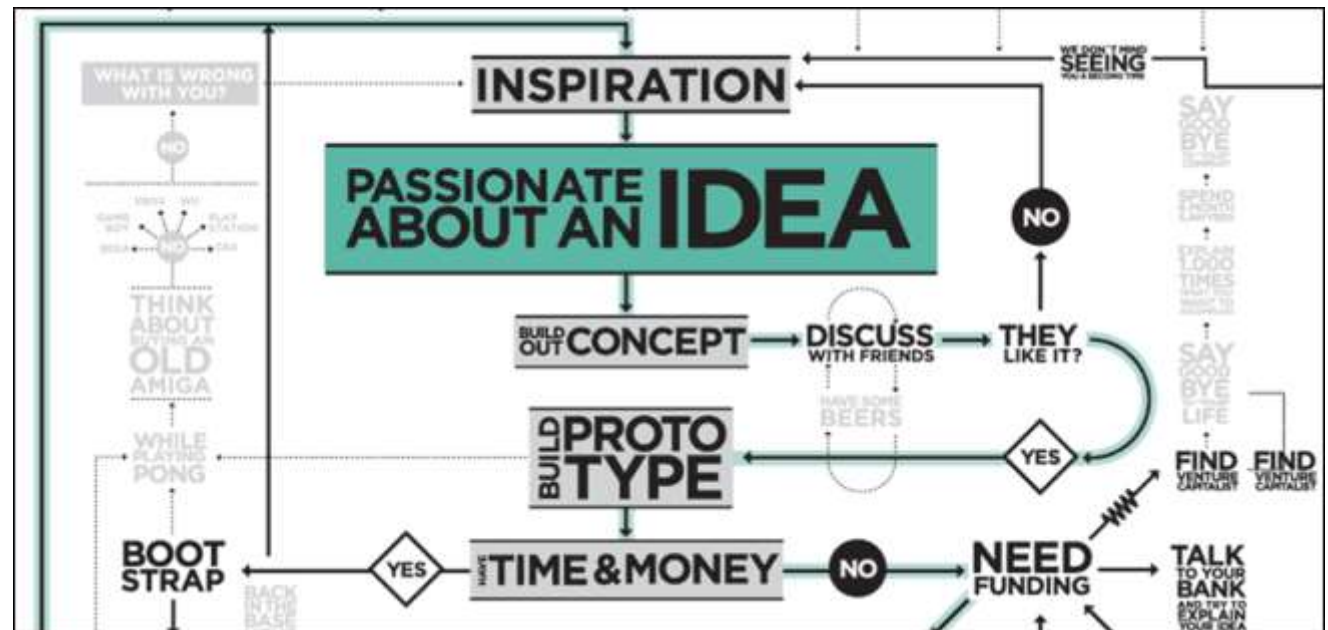


Carnegie
Mellon
University



Step 2: Give it Structure

- Allocate Staff
- Give it a purpose/mission
- Timeline



Step 3: Find Your “Champion”

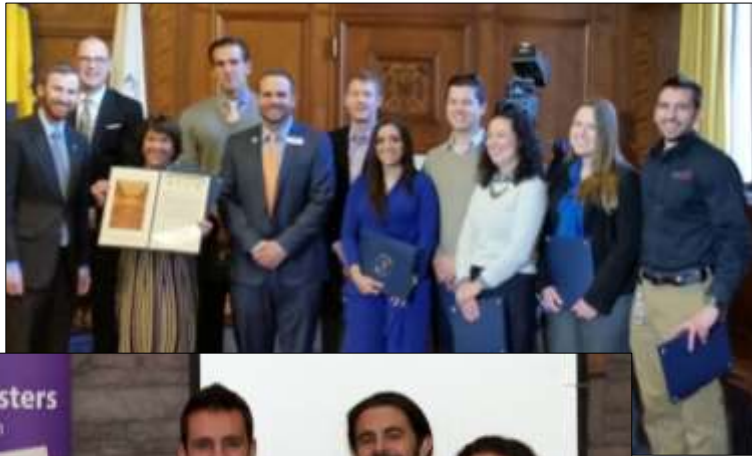


Step 4: Cultivate Innovatively



TechShop™

BUILD YOUR DREAMS HERE



**21+ PARTY @
TECHSHOP**

AUG 28 @ 7-10PM

LOCAL FOOD, DRINK,
GOODIES FOR YOUR BRAIN
+ AWESOME GIVEAWAYS

A PORTION OF PROCEEDS BENEFIT
BIG BROTHERS BIG SISTERS

Networking/Launch Event

Beer donated by:

FULL PINT
BREWING COMPANY
PITTSBURGH

Big Brothers Big Sisters
of Greater Pittsburgh
Celebrates the Launch of:

STARTup SOMETHING
Startups. Empowering. Youth.

Emcee: **Audrey Russo**
President & CEO
Pittsburgh Technology Council

Speaker: **Luke Skurman**
CEO, College Prowler
Co-Founder, Thrill Mill

Hors d'oeuvres
catered by
Smallman Street Deli

Thursday, August 1, 2013, 6PM – 8PM

Location: **TechShop**
192 Bakery Square Boulevard
Pittsburgh, PA 15206

This project
supported in part
by the Hive Fund
for Connected
Learning at
The Sprout Fund.

HIVE
PITTSBURGH
EXPLORE • CREATE • SHARE

TechShop
PITTSBURGH

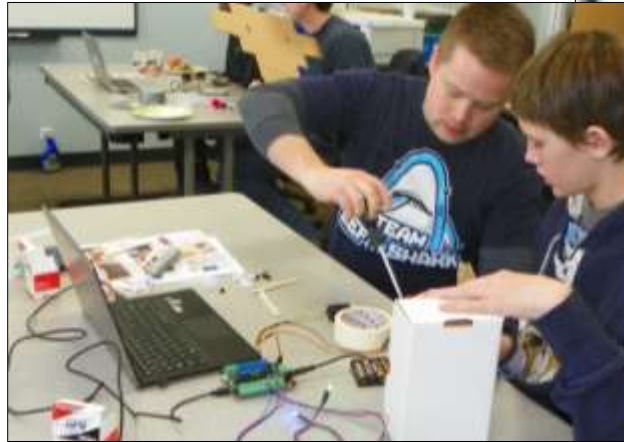


Step 5: Show Me the Money.

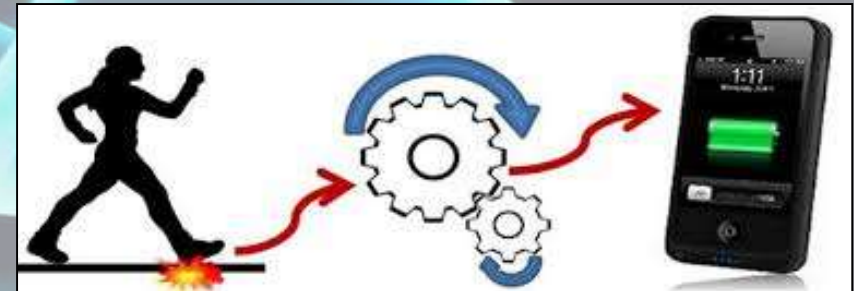
- Look for “seed” funding for innovative programs
- Cultivate individual donor or Board member
- Corporate Sponsorship for initiative



Step 6: Really Cool Match Workshops (Also really cool cultivation)







Mission: STARTup SOMETHING

Match Workshop & Networking Event

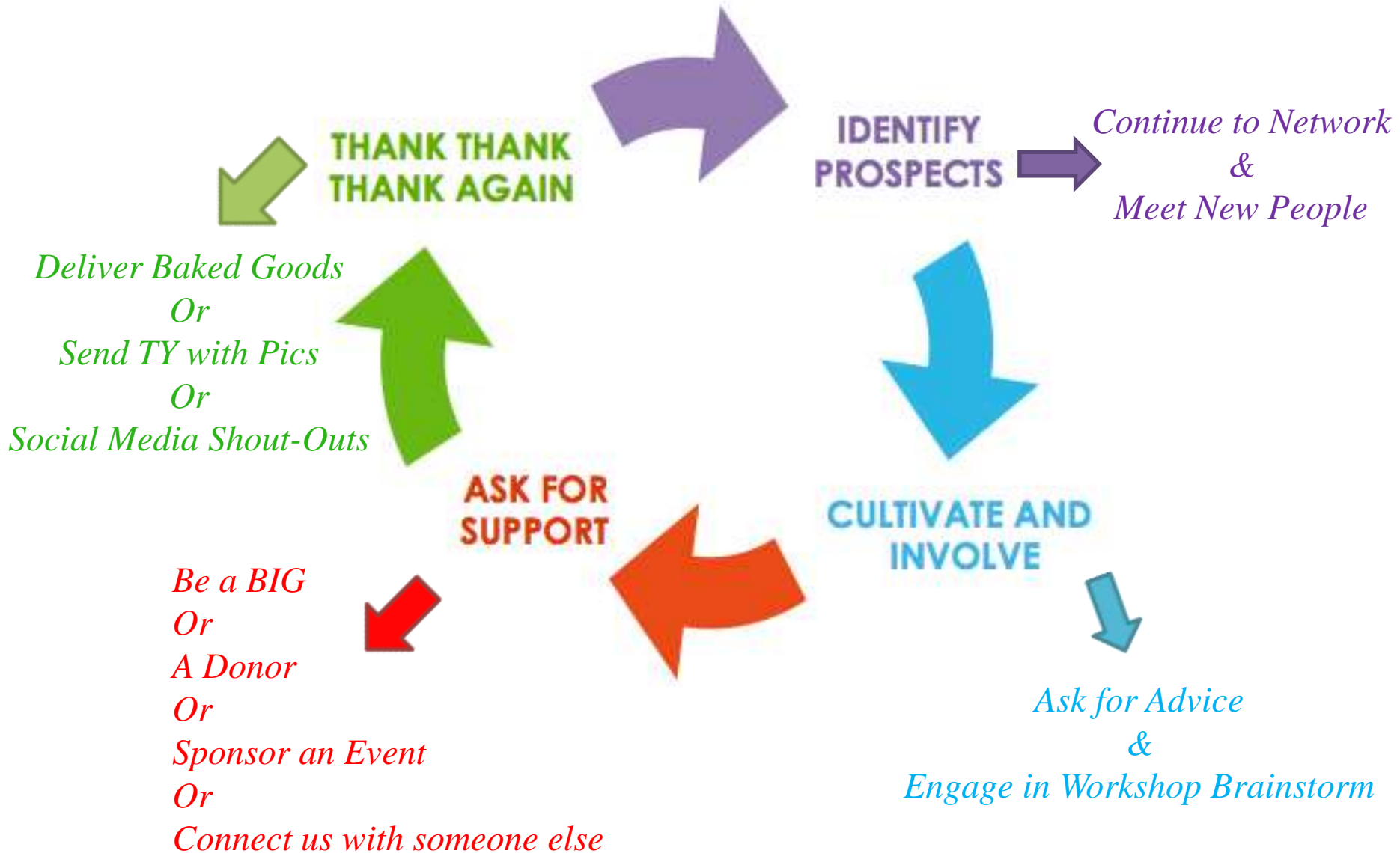


MISSION: Cultivation



MISSION ACCOMPLISHED

Step 7: Rinse and Repeat.



Outcomes



Time



Talent



Treasure

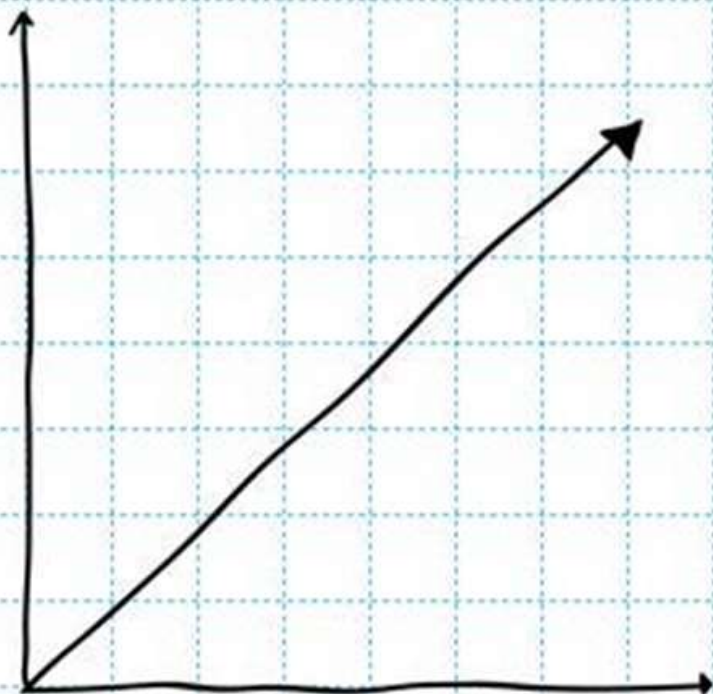
Meet Covalent



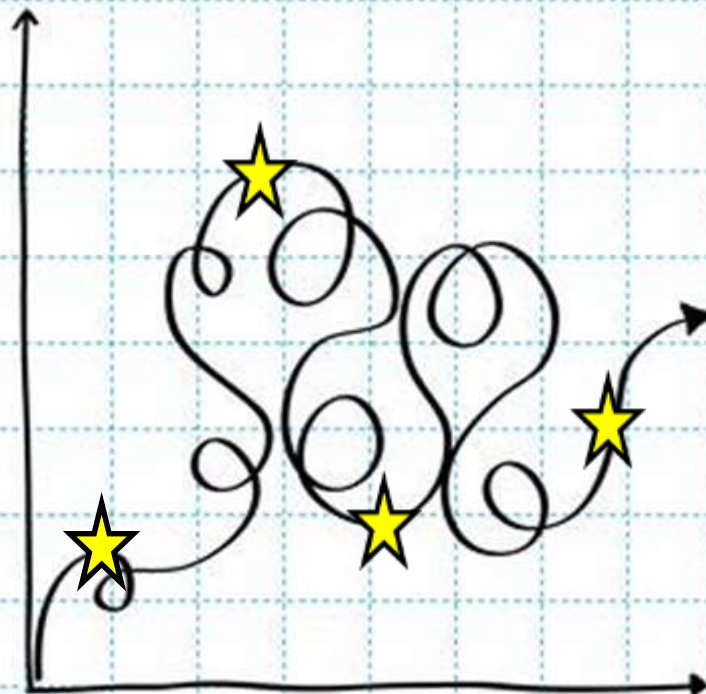
A Video Production Company







what I planned.



what happened.

Financial Outcomes

- Initiative funded yearly since inception
- \$5,000 individual gift from new Donor
- New Match Makers (monthly givers)
- Miscellaneous fundraisers
- New Board Members
- In-kind \$ – Approx. \$50,000
(Time/Materials/Event Sites)

Total \$ Raised – Approximately \$38,000



Program Outcomes

- “Cool” and unique match activities
- Match enhancement & retention, specifically for older matches
- Exposure to potential new career paths/ideas
- New conduit of volunteers and advocates



Beneficial Business Relationships

- Integration into the local community
- Friend-raising
- Free advertising opportunities
- Relationships with growing businesses



Challenges

- Attracting matches to workshops
– especially girls
- Allocating staff time to a growing initiative
- Continuing the momentum
- Consistency



Our Future of STARTup SOMETHING

- GIRLS Startup Something BIG
- Well known companies (Westinghouse, Bayer)
- Food Trucks



STARTup SOMETHING

Big of your own.



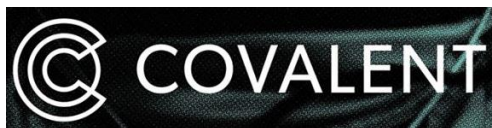
Big Brothers Big Sisters
of Greater Pittsburgh

STARTup SOMETHING

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Big Brothers Big Sisters of Greater Pittsburgh believes that STARTup SOMETHING is the next BIG idea in public-private partnerships. The purpose of the initiative is to teach resilience to youth facing adversity, introduce them to the concept of entrepreneurship, and expose them to emerging ideas and career paths in the technology sector. STARTup SOMETHING will allow groups of youth (ages 13-18) to visit different technology-based startup companies every other month for 3-4 hours at a time with their volunteer mentors. At each location, the youth and their mentors will share an interactive and educational experience structured around the lifecycle stages of startup companies:

1. Discovery Stage: An entrepreneur will present to the group about the company's purpose, product(s)/service(s), and target audience. Most importantly, they will tell their personal story, including their educational background, experience in the field, and the many challenges they overcame to launch the company. This stage will conclude with a Question & Answer session.
2. Idea Development Stage: The youth and their mentors will have the opportunity to apply what they learned during the Discovery Stage to a collaborative, hands-on project. Guided by a "Business Blueprint," the youth-mentor pairs will work within the focus and capacity of the specific company they learned about to develop an idea and create a prototype of their very own product or service. (Ex., a graphic design company could allow participants to conceptualize and create their own basic design)
3. Start-up Company Stage: At the conclusion of the visit, the youth will work with their mentors to deliver a "pitch" about their product or service to the rest of the group, who will act as potential investors.
4. Early Growth Stage: Following the experience, the youth will have opportunities to visit the brand new TechShop in East Liberty along with their mentors to expand their skillset and hone their interests in technology.



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Harnessing Energy with SolePower

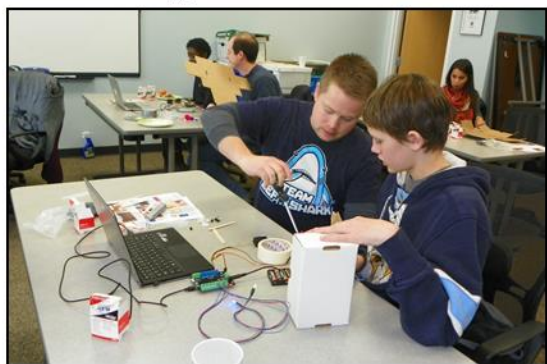
SolePower, a company that grew from a student project at Carnegie Mellon University, held a STARTup SOMETHING workshop on September 27, 2014. Ten matches constructed their own miniature wind powered machines, inspired by the company's mission to "generate on-the-go, renewable power that will serve as an innovative, mobile energy solution for people around the world."

Transforming Games with Schell Games

On October 16, 2014, eleven youth and their mentors visited Schell Games, a full-service game design and development company. The large group split up and took turns testing two different video games—one that was already fully developed, and one that was still in the works.



Building Robots with Birdbrain Technologies



On February 28, 2015, ten matches learned the basics of computer programming and built their own robots using craft materials. In just three hours, youth programmed their robots to move and make sounds with the Hummingbird Robotics Kit, created by BirdBrain Technologies. The company's founder creates relevant tools to teach youth robotics and electronics.

About STARTup SOMETHING: Big Brothers Big Sisters of Greater Pittsburgh believes that STARTup SOMETHING is the next BIG idea in public-private partnerships. In the context of mentoring relationships, the initiative teaches resilience to youth facing adversity, introduces them to the concept of entrepreneurship, and exposes them to emerging ideas and career paths in the technology sector. STARTup SOMETHING allows groups of youth (ages 12-18) to visit different technology-based startup companies every other month for 3-4 hours at a time with their volunteer mentors. At each location, the youth and their mentors share an interactive and educational experience structured around the lifecycle stages of startup companies. This project is supported in part by the Hive Fund for Connected Learning at The Sprout Fund. For more information visit: www.bbbspgh.org/STARTupSOMETHING.

THE MAKER MOVEMENT

is shaping the future of our economy.

“

This **Maker Movement** puts power in the hands of the people to *fund, design, prototype, produce, manufacture, distribute, market* and *sell* their own goods.

-Jeremiah Owyang
Web strategist and industry analyst

”

THE NUMBERS ARE RISING...

57%

of U.S. adults are *Makers*.
(135 Million Americans)



Maker Faire

There's been a 62% rise in attendees at the *National Maker Faire* from 2009-2013.



THE WHITE HOUSE

held its first *Maker Faire* in June, 2014.

...BECAUSE MAKERS HAVE ACCESS TO MORE RESOURCES.



3D Printers



Laser Cutters



Computer-Aided Design Programs



Open-Source Hardware

By 2025, the *crowdfunding investment market* is projected to hit
\$93 BILLION.



3 million people pledged over

\$480 MILLION to crowdfunding projects in 2013.



By 2025, the *3D printing industry* is poised to grow to
\$4 BILLION.



200+ HACKER SPACES exist across the U.S.

THE MAKER MOVEMENT IS GROWING LOCAL ECONOMIES.

For every \$100 spent in independent stores,

\$68 RETURNS to the community.

(If you spend that *in a national chain*, only \$43 stays local.)

If 1/2 the employed U.S. spent \$50 locally each month,

\$42.6 BILLION

would be generated in revenue for local businesses.

48%

of large manufacturers plan to *return production to the U.S.* from offshore sources.

THE MAKER MOVEMENT ISN'T JUST A HOBBY.

It's creating real businesses.

It contributes to 28M small businesses in the U.S. that create

2 OUT OF EVERY 3 NEW JOBS.



In 2013, VC's pumped **\$848 MILLION** into hardware startups—nearly twice the prior record of \$442 million set in 2012.

8 MILLION NEW JOBS

were created by small businesses since 1990. In the same time, big businesses eliminated 4 million jobs.



Sources: dupress.com kickstarter.com nytimes.com online.wsj.com pbdesign007.com pbs.org sba.gov the350project.net usatoday.com whitehouse.gov

Created by: THE GROMMET

To learn more, visit: thegrommet.com/blog/the-maker-movement-infographic/

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Step 1: Recon and network

What's going on in your community? Go to Happy Hours, Meet and Greets, and Showcases.

Step 2: Give it structure

Allocate staff. Give it a purpose and a mission. Figure out a timeline that works for your agency.

Step 4: Cultivate innovatively

Think baked goods, social media, a local government proclamation, tabling events...get creative!

Step 3: Find a champion



Find a champion who believes in the program, can provide advice, and make connections for your agency.



Step 5: Show me the money

Look for "Seed Funding" for innovative programs, cultivate an individual donor or board member, or find a corporate sponsor.



Step 7: Rinse and repeat!

Step 6: Really cool workshops

Focus on hands-on, innovative ideas that are outside the box.