The Ice House
Entrepreneurship Program

Gary Schoeniger
Entrepreneurship
the entrepreneurial learning initiative
the entrepreneurial learning initiative
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
Entrepreneurial Process

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

Recognizing Opportunities | Ideas Into Action | Pursuit of Knowledge

The Power to Choose
An entrepreneurial mindset can empower ordinary people to accomplish extraordinary things.
The Ice House
Entrepreneurship Program
Course Structure

✓ Inspire & Engage
✓ Focus on the Mindset
✓ Experiential, Problem-Based Learning
✓ Connect with Community
✓ Facilitated Delivery
Course Structure

✓ Inspire & Engage
the entrepreneurial learning initiative
the entrepreneurial learning initiative
Course Structure

✓ Inspire & Engage
✓ Focus on the Mindset
min(d)-set, n

the underlying attitudes, beliefs, and assumptions that influence behavior
Course Structure

✓ Inspire & Engage
✓ Focus on the Mindset
✓ Experiential, Problem-Based Learning
<table>
<thead>
<tr>
<th>Step</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Describe the problem you want to solve.</td>
</tr>
<tr>
<td>2.</td>
<td>Describe the type of people who have this problem.</td>
</tr>
<tr>
<td>3.</td>
<td>How are they currently solving the problem?</td>
</tr>
<tr>
<td>4.</td>
<td>Describe your proposed solution.</td>
</tr>
<tr>
<td>5.</td>
<td>How will your solution be different?</td>
</tr>
<tr>
<td>6.</td>
<td>Will people pay for your solution?</td>
</tr>
<tr>
<td>7.</td>
<td>How will potential customers know about your solution?</td>
</tr>
<tr>
<td>8.</td>
<td>How will potential customers purchase your solution?</td>
</tr>
<tr>
<td>9.</td>
<td>Why will potential customers purchase your solution?</td>
</tr>
</tbody>
</table>
Course Structure

✓ Inspire & Engage
✓ Focus on the Mindset
✓ Experiential, Problem-Based Learning
✓ Connect with Community
Course Structure

✓ Inspire & Engage
✓ Focus on the Mindset
✓ Experiential, Problem-Based Learning
✓ Connect with Community
✓ Facilitated Delivery
<table>
<thead>
<tr>
<th>Use Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Community Colleges</td>
</tr>
<tr>
<td>✓ Four-Year Universities</td>
</tr>
<tr>
<td>✓ High Schools</td>
</tr>
<tr>
<td>✓ Libraries</td>
</tr>
<tr>
<td>✓ Veteran’s Organizations</td>
</tr>
<tr>
<td>✓ SBDCs</td>
</tr>
<tr>
<td>✓ EDOs</td>
</tr>
<tr>
<td>✓ City Governments</td>
</tr>
<tr>
<td>✓ Nonprofit Organizations</td>
</tr>
<tr>
<td>✓ Correctional Institutions</td>
</tr>
</tbody>
</table>
RETHINK, REFORM, RE-ENTER: An Entrepreneurial Approach to Prison Programming

Dr. Linda Keena
Rethink, Reform, Re-Enter

✓ Abstract
✓ Method
✓ Data Collection and Analysis
✓ Findings
Major Themes

✓ Learned to Identify Opportunities
✓ Branding Communicates Abilities
✓ Mentors are Invaluable to Success
✓ Persistence is Powerful
Learned to Identify Opportunities

I learned from Uncle Cleve that I could discover greater opportunities while in motion. So, I took the first job that was offered when I got out of prison and I looked for other opportunities as I worked. I overheard a customer talking about a job that had just opened at a much better paying location. After work, I went to that location. I was the first to apply and was hired.
I filled-out applications everywhere and was afraid that I wasn’t going to be able to get a job because of being a parolee. I remembered the value of packaging or branding. So I cleaned-up and prepared a speech about my skills. I went to [name of entrepreneur] and presented my case. He was impressed. He hired me on the spot!
I would have never have found work without my mentor. I only got the job because my mentor gave me encouragement and was willing to be a personal reference.
Persistence is Powerful

Participants discovered their lack of experience, fears, and money shortage were barriers that they would have to overcome through hard work and perseverance. By remaining persistent, the participants have continued to grow their businesses but have secured full-time employment to augment their entrepreneurial earnings.
✓ Rethink
✓ Reform
✓ Re-enter
“We cannot solve our problems with the same thinking we used when we create them.”
Thank You!
gary@elimindset.com
ldkeena@olemiss.edu