

Think

"We are at the forefront of a new generation of SIFE programs: we are a team and a program that guides ideas, motivates projects with funding and tools for success, and empowers projects to flourish and transform into sustainable organizations."



Kennesaw
State **UNIVERSITY**

SIFE
Annual Report 2012

Panama

Need: IPT David is a high school in David, Panama with a curriculum that teaches its students the local trades and industries, such as wood working and welding, but does not provide courses for basic entrepreneurial skills and business practices.

Solution: The KSU SIFE team worked with a Peace Corps Volunteer in David, Panama to run web seminars filmed on KSU's campus and shared with the students of IPT David. To aid in raising the money, the team created a crowdsourcing campaign. With the combination of crowdsourcing and local fundraising, we managed to raise enough money to run the project with the flexibility of rearranging our budget.

Impact: This year we reached the 12 students of IPT David as well as the nine contributors of the crowdsourcing site and the 38 viewers of the YouTube trailer video of the project. Each year more students will be impacted by the web seminars and will be well prepared for their futures as small businessmen and entrepreneurs.

Edge Connection

Need: We worked with local low-income aspiring entrepreneurs who need a leg up in the business world.

Solution: The KSU SIFE team worked with the entrepreneurs over the course of 12 weeks, developing budgets, financing solutions, and teaching basic technological skills. Our team also provides marketing and business plan consulting.

Impact: This year we were able to work with eight low-income aspiring entrepreneurs to help improve their entrepreneurial and business skills.

From Need to Knowledge

Need: Local college students needed to be enlightened on real-world topics that are relevant to their education.

Solution: Our team hosted seminars on a wide array of topics including career counseling, learning digitally, success skills, and personal financial management.

Impact: 218 students attended our seminars this year.

Heather's Legacy

Need: On average more than three women die every day from domestic violence disputes. Heather's Legacy is a nonprofit formed by a KSU SIFE team member with the assistance of KSU SIFE when her cousin was killed in a domestic violence conflict in early 2010.

Solution: Heather's Legacy raises awareness of domestic violence through community outreach programs, raising funds for local safe havens and programs dedicated to helping women and their families in the Atlanta area. Heather's Legacy also offers educational programs to assist victims, as well as potential victims, on the importance of self-defense and how to get out of a seemingly hopeless situation.

Impact: This year Heather's Legacy has held several benefit concerts to raise awareness of the organization. Through their efforts, Heather's Legacy helped 373 women and children.

Concept2Reality

Need: Many students come to college and come up with business or product ideas but lack a way to test if their idea will prove to be successful.

Solution: The C2R Competition is a way for students to present their ideas to a panel of entrepreneurs that evaluate the viability of the business. Contestants also receive feedback as to how to improve their ideas and/or presentations.

Impact: 200 students participated in the competition this year. Previous participants have gone on to start their own businesses, as well as win national business plan competitions.

Merit Badge University

Need: Local adolescents needed education about the market system in the United States.

Solution: The KSU SIFE team held an event on campus where badges were taught. In addition to organizing the event, members of our team taught badges like American Business, Entrepreneurship, Salesmanship, and Business Wise.

Impact: 1200 Boy and Girl Scouts attended this event and earned badges.

Sam's Club

Need: Last year, Kiosco, A small Colombian Restaurant in Marietta Square, lost their building to a fire. They have been rebuilding their business from the ground up since the disaster. They needed SIFE to help rebuild their restaurant's infrastructure to make it more financially sustainable as well as environmentally friendly.

Solution: The KSU SIFE team worked with management students in the Coles College of Business to come up with money-saving, green, and innovative ideas that would benefit the restaurant's business. Using a grant from the Sam's Club Sustainability Challenge, we implemented a recycling program, and we purchased tablets for the waiters to take orders and payments from the customers in an effort to go paperless.

Impact: We reached over 8 restaurant staff members and will continue to reach their anticipated 30,000 customers in 2012 through the implementation of tablets. The restaurant will save \$2,050 this year alone, and over \$5,000 over the span of 5 years.

Tanzania

Relevant Economic, Social and Environmental Factors:

- Greatly reduced tourism and exports
- Children not reaching their potential due to poorly funded schools
- Prolonged drought causing declines in agriculture and energy production

Tools of Empowerment Used:

- Educated the community on the importance of their culture
- Taught a community how to utilize modern technology to market their skills

People in need:

- Majeleko's Wagogo tribe in Tanzania
- Women and Children of the village

Business and economic concepts and entrepreneurial approach:

- Marketing of a unique product utilizing a crowd-funding website
- Collaboration with local university to continue working with the tribe upon our departure
- Taught the concepts of entrepreneurship to the members of the tribe.
- Educated on the use of the internet and social media

Quality of life & Standard of living:

- Women earned over \$2000 (\$3.2 TZS)
- Tribe has the tools to repeat the process with new products
- Building new school building with funds earned
- Increased opportunity to fund project throughout the village



iSchool Initiative

Relevant Economic, Social and Environmental Factors:

- US Education system in crisis
- Rising cost and reduced budgets in our school system
- Increased number of students dropping out of school
- Environmental impact of making books, pens, paper and calculators

Tools of Empowerment Used:

- Encouraged students and educators to have a voice in the education system
- Inspired students to become lifelong learners in the information age

People in need:

- Students throughout the world
- Educators and administrators with decreased budgets

Business and economic concepts and entrepreneurial approach:

- Examined the cost effectiveness of utilizing tablet technology, like the iPad and iPod, in the classroom
- Created a grassroots campaign to educate the educators
- Held workshops and seminars to teach students how to become a mobile learner
- Provided seminars and keynote speeches on the implementation of technology in the classroom

Quality of life & Standard of living:

- Over 260,000 reached through our speeches, seminars and workshops
- Over 2.4 million media impressions
- Inspired schools to apply for and receive millions of dollars in grant funds to improve education
- Locally started project has spread across the United States and three countries

"We take the initiative to transform our ideas and projects into sustainable ventures that impact and improve the standard of living and quality of life of people in need across the globe."

ArtistsMecca

Relevant Economic, Social and Environmental Factors:

- Current recession has had a devastating effect of the Arts Community
- Artists and Musicians are struggling to make a living
- Most commercial products are not environmentally friendly

Tools of Empowerment Used:

- Created a setting for collaboration and self-promotion
- Provided the venue to showcase their talents
- Worked with Artist on pricing and packaging
- Produced an environment for long-term relationships

People in need:

- Musicians
- Visual Artists (painters, photographers, sculptors, etc)
- Performance Artists (jugglers, poets, etc.)
- Artisans (bakers, soap makers, candle makers, etc)
- Businesses (restaurants, book stores, etc.)

Business and economic concepts and an entrepreneurial approach:

- Social Media Networking
- Collaboration with local businesses
- Marketing events to provide an outlet to display and sell their products

Quality of life & Standard of living:

- Event participants sold over \$3,500
- Local restaurant increased revenue 200% on event nights
- 500 Members exposed to over 4000 unique views
- Collaboration partnerships created



| | Years | Impact Hours | Factors | People Involved / Impacted | Target group | Media Reached |
|------------------------|-------|--------------|-----------------------------|----------------------------|-----------------------------------|---------------|
| iSchool Initiative | 3 | 6,000 | Environment/Social/Economic | 260,000 | National education system | 2,420,000 |
| ArtistsMecca | New | 500 | Social/Economic | 1,100 | All artists | 75,000 |
| Sam's Club | 3 | 50 | Environment/Economic | 16 | Customers and employees of Kiosco | - |
| Tanzania | New | 180 | Social/Economic | 1,000 | Students in Tanzania | 23,000 |
| Guatemala | New | 50 | Environment/Social/Economic | 100 | | - |
| Panama | New | 40 | Social/Economic | 50 | Students at the IPT school | - |
| Heather's Legacy | 2 | 1,500 | Social/Economic | 484 | Victims of domestic violence | 388,346 |
| MBU | 11 | 84 | Environment/Social/Economic | 1,017 | Boy and girl scouts | - |
| C2R | 6 | 20 | Economic | 200 | College and graduate students | 23,000 |
| From Need to Knowledge | 27 | 65 | Environment/Social/Economic | 218 | Students at KSU | 23,000 |
| Edge Connection | 13 | 60 | Social/Economic | 8 | Low income aspiring entrepreneurs | - |
| | | 8549 | | 264,193 | | 2,952,346 |