



**GREATER PHILADELPHIA:**  
INNOVATION IN EDUCATION

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**Informational Webinar**  
**Tuesday, December 6, 2011**

# Agenda

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1. Introductions
2. Overview: Innovation in Education Program
3. Frequently Asked Questions
4. Next Steps

# Call Presenters

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Chaula Gupta,  
Managing Director, Social  
Entrepreneurship Initiative  
Teach For America

Helps Teach For America alumni design and launch new ventures targeting educational inequity through support around early idea development, business planning and fundraising.



Ricky Cole,  
Director, Alumni Affairs  
Teach For America – Greater  
Philadelphia

Supports Greater Philadelphia alumni in pursuing pathways to leadership as well as building a broader movement of collaboration with the alumni base and the Greater Philadelphia community as a whole.

# Program Partners

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## TEACHFORAMERICA

### Social Entrepreneurship Initiative

- A leadership movement to eliminate educational inequity
- Alumni history of launching innovative education ventures – KIPP, New Teacher Project, Rocketship
- Social Entrepreneurship Initiative supports aspiring education entrepreneurs through early startup stage



- Technically Philly is a news site that covers technology in the Philadelphia region, focused on building community by growing jobs, increasing access and education and making government more transparent and efficient.
- We aim to connect a broad and diverse technology community that works together to organize the annual Philly Tech Week, an open calendar of events celebrating innovation in Philadelphia.

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# Innovation in Education

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## AIM:

Help unify the Greater Philadelphia community around the belief that significant, radical change is possible by collaborative problem solving using:

- The Teach For America corps member experience inside the classroom
  - The Teach For America alumni experience in and outside of the classroom
  - The experience of those who live in the region and still have potential for impact on the education sector
- Give burgeoning entrepreneurs the tools and resources necessary to successfully conceive and launch an education-focused venture to improve outcomes for students in the Greater Philadelphia community

# Innovation in Education

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## AIM:

Help unify the Greater Philadelphia community around the belief that significant, radical change is possible by collaborative problem solving using:

## WHAT:

A “boot-camp” program for aspiring education entrepreneurs

## HOW:

- A series of 3 workshops to help you come up innovative, solutions to complex education problems
- A cohort of up to 35 Philadelphia-area professionals driven to create solutions
- Networking sessions with education, technology and business experts
- Resources to help convert idea and launch a new social venture

## WHY:

- To find and support the next generation of entrepreneurs who will create solutions that will ultimately benefit the students living in the Greater Philadelphia area
- Pressing need for there to be more education-driven collaboration across sectors in our area
- Unsaturated market environment for innovation in the field of education – create pioneers to change outcomes for students

# Greater Philly Entrepreneurs - Examples

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## **Alejandro Gac-Artigas**

- 2009 Greater Philadelphia Teach For America Corps Member
- Conceived idea for Springboard Collaborative at school where we was placed
- Won Teach For America National Pitch for Social Entrepreneurial Venture
- Fully launched Springboard this summer and achieved compelling results

## **Jake Whitman**

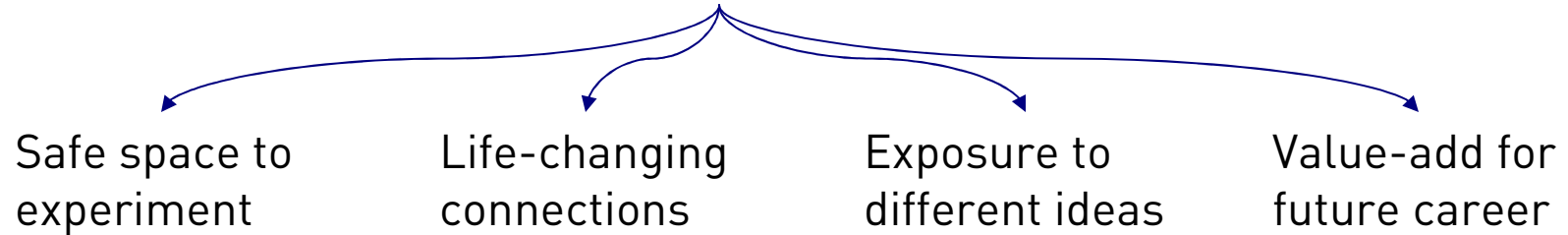
- 2009 Greater Philadelphia Teach For America Corps Member
- Inspired to use sports to invest his students
- Working with two Philadelphia High Schools
- Conceived and launched in a matter of months



# Why You Should Apply

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## Unmatched Opportunity for Entrepreneurs



## You Should Apply if You Are

- A big and bold thinker
- Passionate about education (no prior experience required!)
- 100% committed
- Risk-friendly – will need to juggle day job and innovation program

# Components and Timeline

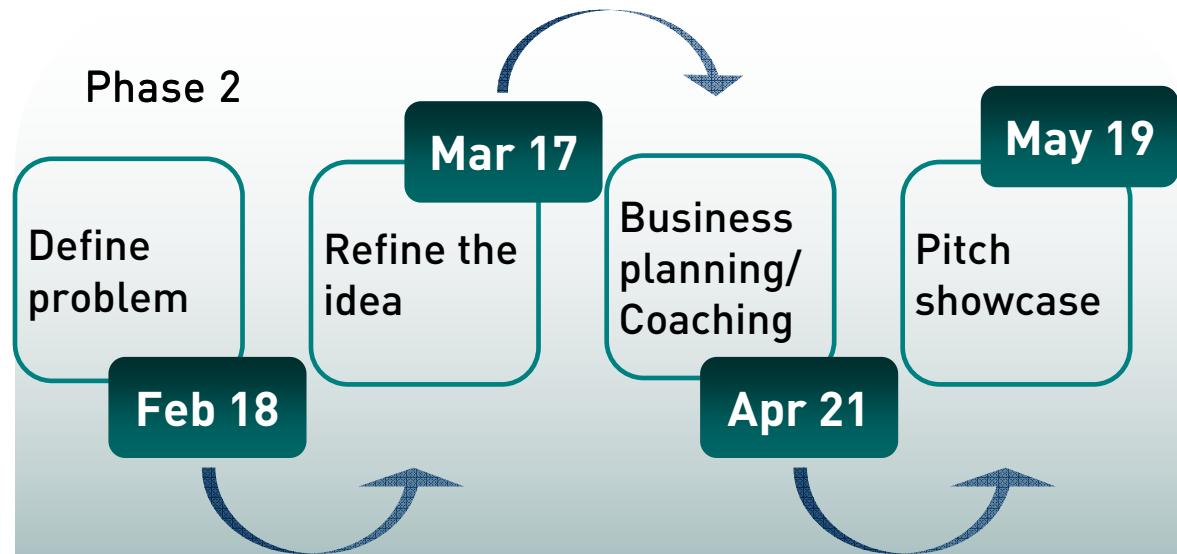
## Phase 1

November 2011

Education Exchange:

- A pairing of professionals in education and private sector
- A community walk
- An exchange of ideas about potential positive solutions for our students.

## Phase 2



- Workshops designed and run by Teach For America Social Entrepreneurship staff and regional partners
- Take-home assignments in between workshops
- Optional and informal thought-partnering sessions

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# Frequently Asked Questions

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1. **Do I need to already have an idea to apply to this program? What if I have a venture I'm trying to get off the ground?**

No; the process is designed to help you come up with new, innovative ideas so you don't need to have an idea. You can apply if you already have an idea but please be open to modifying your idea if that's what the process leads you to.

2. **Who is your ideal applicant? Do I need a particular background or set of skills to participate?**

Our ideal applicant is committed to closing the achievement gap and demonstrates strong entrepreneurial skills. You do not need any specific skills to participate however a strong interest in creating solutions drawing on your strengths will strengthen your candidacy.

3. **Can we apply in teams? Will we work on our individual ideas?**

All participants will be chosen based on their individual candidacies. The program is designed to help cohort participants naturally team up with each other.

# Frequently Asked Questions (cont'd)

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5. **What is the requirement for attending workshops and evening events? How much time should I be planning to set aside to participate meaningfully in this program?**  
You are required to attend all full-day workshops from February through May. All other networking events and additional workshops are optional, but highly encouraged.
  
6. **Is there any financial stipend?**  
No; there is no financial stipend available for participants during or after the program
  
7. **Is this a competition?**  
The application process is competitive; however once selected participants are not competing for any specific prizes. We will help all entrepreneurs and teams in launching their ventures through coaching, guidance and connections and will expect every participant to put maximum effort toward launching their venture
  
8. **Will you fund my venture?**  
We will do our best to help YOU secure seed capital through connections with potential donors and investors; however the program organizers do not commit to funding any ventures.

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# Interested?

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## Schedule

- December 16, 2011 – Applications due
- February 18, 2012 – Workshop 1
- March 17, 2012 – Workshop 2
- April 21, 2012 – Workshop 3
- May 19, 2012 – Final Initiative Pitches

## Next Steps

- Go to website to learn more and find an application:  
<http://philadelphiainnovationprogram.wordpress.com>
- Tell your friends and colleagues!

Questions? Email [phillyinnovation@gmail.com](mailto:phillyinnovation@gmail.com)

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**Thank You!**