Lesson Plan

**Audience:** 18+

**Duration:** 30-40 minutes.

**Essential Question:** What words of advice can help entrepreneurs succeed?

**Goal:** Students will understand more about what is involved in taking an idea from startup to IPO and beyond. They will consider how to cultivate the mindset necessary for an entrepreneur to succeed at various stages of a business and how to build a strong team with complementary skills.

**Resources:** Enough One Word Boards for the number of students. (You may want to have them pair up or work in groups). The One Word Boards include a photo of a Silicon Valley leader with their word, a short quote about the word, brief biographical information and company profile (included at the end of this PDF).

**Materials:** Blank One Word boards (cardboard or paper), plus black pens for students to create their own boards.
Introduction
“Passion,” Apple Cofounder Steve Wozniak: Facilitator (5 min.)

• Start clip at 1:13 to 1:55
  https://www.youtube.com/watch?v=HSzoIRxyYG8&list=PLQsxaNhYv8dbqYLr-MwF0n9MVneh6KASO&index=11&t=0s

• What’s the best (one word of ) advice you’ve ever received a entrepreneur?
Meet A Role Model: Individual & Partner Activity (10 min.)

• Pick any word from the One Word board selection.

• Learn about the person—read information on the One Word Board you chose.
  • Who is the person?
  • What companies did they help build? How have they impacted the world?
  • What is their word of advice? Why?

• Pick a partner:
  • Tell each other about your person.
  • Discuss:
    • For an entrepreneur, in what situation would this word of advice be valuable?
    • Does this advice apply to me, or not? Why?
Introduce Your Role Model: Group Discussion (2 min.)

- Share something interesting about the person you met.
- What word resonated with you or surprised you?
- What word do you feel applied to you?
Transition: Facilitator (3 min.)

- Consider other ways to think about these words.
  - Synonyms... “Grit”: Daphne Koller, Hans Tung
Transition continued (3 min.)

• Consider other ways to think about these words.
  • Antonyms... David Filo ("Humble") & Ching-Yu Hu ("Bold")
Your One Word: Individual Activity (5 min.)

• Write your One Word on a blank One Word board.

• Write 1-3 sentences about why the word is important to you.

• Display it.
Build Your Dream Team: Group Activity (10 min.)

• Survey your peers’ One Words.

• Looking for complementary strengths, pick two other people you would want to build a team with.

• Introduce your team to the group.
  • Who is on your team (include yourself)?
  • Why did you choose those team members?
Wrap-Up: Group Discussion (5 min.)

- What word of advice do you think is most important for an entrepreneur to succeed?

- Think about your own strengths and weaknesses.
  - What are you good at?
  - How do you want to develop in the future?
  - What do you want to work on?

- What complementary attributes would you look for in your team members?

- At what stage of a new company might a particular word of advice be relevant? Why?
  - Ah-ha moment
  - Business plan
  - Team building
  - Funding
  - Scaling
  - Pivot
  - Bad days
  - Board relationships
  - IPO
  - Merger or acquisition
Resources
CONFIDENCE | Steve Chen | Founder, YouTube

ABOUT STEVE

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ABOUT ERIC

As CEO and executive chairman, Eric Schmidt helped grow Google from a Silicon Valley startup to a global leader in technology while maintaining a strong culture of innovation. Before Google, Eric was chairman and CEO of Novell and chief technology officer at Sun Microsystems.

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CURIOSITY

“The combination of persistence and curiosity is a very good predictor of employee success in a knowledge economy.” When Eric Schmidt was the CEO, Google had a famous “20 percent rule” that allowed employees to spend one out of five work days working on a project that they believed in. Drawing on their curiosity and motivation, employees came up with such landmark projects as Gmail, Google Maps, Google News and AdSense.
ABOVE JOANNA

Joanna Hoffman was born in 1955 and lived in Soviet Armenia and Poland until she emigrated to the US at the age of 13. Her interest in physics led her to enroll in MIT, and from connections made there, she found her way to Silicon Valley and Xerox Palo Alto Research Center. She joined Apple where she worked with Steve Jobs. Her focus was in user interface design and marketing and she was the author of the Macintosh business plan.

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FAIL | Tim Draper | Founder & Managing Partner, Draper Associates  
Founder, Draper University

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40: countries represented by entrepreneurs funded by Draper Associates

1,000+: companies funded by Draper Associates

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25: Draper Associate companies that have become unicorns

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"It was a $700 plane ticket to get back out for 15 minutes with Tim Ferriss, and I thought alright if I’m gonna spend this money, if I’m gonna put it on the credit card, I am gonna turn the $700 into a million dollar seed round of funding. That is the only way that this makes sense to me. ... So that $700 plane ticket that went on the credit card turned into that million dollar funding for me and it was just a lot of hustle in an uncomfortable way."
JUST GET STARTED NOW

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“That process of learning how to build these companies, of learning how to improve the world, improve society, improve markets, create lots of jobs, transform industries, all of that process is intensely a learning process, both as individuals and a group. ...Focusing on learning. What did I learn today? What did I learn this week? What did I learn this month? And that’s the speed at which you’re learning is, I think, really key to doing this game and doing this world transformation successfully.”
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“Any problem worth solving is gonna to take time and there are going to be ups and downs and arrows from all sides and people that disappoint you and people that surprise you and delight you and a lot of things that are out of your control. And as long as you can hunker down and live to see another day and persist, and you’ve got a good idea, you’ve got a pretty good shot at succeeding. And if you don’t you will kick yourself for the rest of your life wondering if you had given it a shot what would have happened. Everything I have been part of that’s worked has been a very bumpy road along the way and there were so many times when we could have and probably should have—from any kind of rational perspective—given up. But we didn’t and it worked out. Not every time. But the ones that worked out perseverance was the key ingredient.”

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Yahoo started as a hand-selected directory of websites but grew into a search engine and provider of email and news. After becoming the sixth-most-visited website in the world, Yahoo sold its internet operations and land holdings to Verizon Communications for $4.5 billion in 2017.

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“Often when you’re building a company you do things that aren’t scalable up front so that they can be scalable tomorrow. ... To get to scaleable things you need to sweat the details and do unscalable things at first. You do things that are unprofitable to make them profitable.”
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TOLERANCE

“[Being abroad is] a great opportunity for people to… see a culture and understand what’s going on, but also form a relationship and friendship that ends up lasting a long time.”
About the Exponential Center @CHM

The Exponential Center at the Computer History Museum captures the legacy—and advances the future—of entrepreneurship and innovation in Silicon Valley and around the world. The center explores the people, companies, and communities that are transforming the human experience through technology innovation, economic value creation, and social impact. Our mission: to inform, influence, and inspire the next generation of innovators, entrepreneurs, and leaders changing the world. Learn more at: computerhistory.org/exponential