

# Student Essays, Entrepreneurial Problem Solving

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For example:

“Over the past few days, I have learned more than I could have ever imagined. I am so excited to be equipped with the knowledge that I have gained. I had no idea how accessible high-value people were, in many different fields. I am so grateful to have participated in this program. My excitement for college has grown even more in this past week. I have met people I would have never met, made new friends, and learned valuable life lessons.”

## ***Student 1:***

When I enrolled in this class I thought “entrepreneurial problem solving,” meant we would be faced with problems in companies and how to deal with them. I thought a prompt we would be presented with would be something along the lines of, “the power goes out at the warehouse, is it better to buy a generator or to have the products go out late?” and we would have to think of what to do when faced with that problem. My assumptions of this class could not have been further from the reality. I was surprised to find that this was not the nature of the class at all. **Instead we addressed problems in society and entrepreneurial fixes for them. This surprised me, but I found it to be a lot more useful because I was able to begin to develop a business of my own. In fact, no part of this class was what I expected it to be, and I could never be grateful enough for that.**

I expected this class to be worksheets and tests; instead I found phone calls and discussions. **I found myself falling in love with my project and in love with being an entrepreneur. Passion for the project is what motivated me. I didn’t want to go the extra mile to get a good grade, I wanted to go the extra mile because it was fun work on the project and see my business plan become more and more concrete. My fellow classmates passion about their projects drove them as well and we were all able to grow as entrepreneurs. I have never met people so excited by spreadsheets or frustrated by not being able to contact CEOs. This shared passion and excitement has made learning about entrepreneurship even more special.**

This class has pushed me to sit down with a stranger in Washington Square Park and ask them about their problems. I spent more time on phone calls than I would’ve ever imagined for one or

two pieces of advice. **I have listened to random people I meet tell me they would never be interested in my product. I have listened to random people I meet ask me what my product is called so they can buy it. I have contacted people I would have never imagined (everyone from homeless people collecting plastic bottles, to big executives thousands of miles away). And I have spent hours ranting to my parents about bank loans and calling up cousins to ask about marketing. This is nothing like the notes I thought I would be taking.**

A few days as an entrepreneur has given me insight as to what it is really like when this is your occupation. **It was much more beneficial to have the class set up this way as opposed to worksheets and tests. Hours trying condense my pitch in a classroom could never be as beneficial as being forced to pitch, answer questions and ask for advice and feedback all before the subway doors opened at the next stop.** I had to learn as I went along and I saw improvement (even over the course of very little time). Subsequent phone calls went more smoothly. Subsequent conversations were more productive. I could gather information more quickly as time went on because I began to learn where to look. I learned as I went because that was my only option and as a result, I found myself learning more in 20 minutes of talking to strangers than I would have in hours of reading a textbook.

**If my assumptions about this course were correct, I would have never learned about my abilities and myself the way I did. I would have never forced myself out of my comfort zone. I would have never developed a passion for entrepreneurship or learned as much as I did.** On day one I was someone who had a hard time spelling “entrepreneurial,” now I am someone who wants to be an entrepreneur as my career. **I came into this class thinking it would be one way and I was completely wrong. I have never been more happy to be wrong.** One thing I was right about, however, was that the creating of a business and the plans for it is something I would never forget.

### ***Student 2:***

Through out this process **I have learned so much more than I expected. I have been making changes that I never would have thought of without communicating with others in the industry or advice from friends and family. Small inputs changed into major parts of my project and gave me new ideas that I never would have thought of on my own. They solved problems I didn't know that I had and showed me what exactly would benefit my project. The ten friends and family helped me pull my ideas together and get an idea of how my business should be run.** They didn't have specific advice for the industry, but they had over all advice. I also have learned some new business skills. **With networking especially making new contacts. I found it's easier to find people in my field than I thought.** There are so many sites

dedicated to just helping people find business connections such as Linked In and all contacts are online. There are also more contacts that you know than you would think. A few calls, texts, or emails to people that you know can have big results. **After you talk to one contact it just gets easier, since they can refer you to more and more people of interest. The chain just continues as long as you know what to ask and the right way to approach people.** Talking to friends and family got us ready to talk to people in the field and gave us a better way and like wise talking to the people in the industry helped me prepare for the important people and made me feel better and more confident in my project. **I found I liked my field a lot more than I thought. Originally I was thinking of doing something in a totally different field, but the more I realized that education was a huge issue the more I wanted to work with it.** The idea of starting with a problem also started to shift my field since there weren't very many universal issues that could apply. I found an issue that affects many people when I switched to education and that I was passionate about. I had felt that issue and heard from many friends who felt the same issue. I thought the project would be interesting and a new idea which both motivated me. Also the idea of being able to help people with my project was a huge motivator. Over this week **I have gotten a much better understanding into both business and life skills. I now think that my project could go into the real world, help people, make a profit, and give me a jumpstart. I never would have thought any of this was possible before taking this class and I never would have imagined myself getting this far. I think the process helps build skill and confidence,** which are extremely important things to have in business. **I now have an idea that I am excited about and that seems extremely reachable. I think I have learned a lot more than I expected to and I learned that I have a passion for business and entrepreneurship.**

### ***Student 3:***

I have always looked at Entrepreneurship as an important field of business. Entrepreneurship is not limited to leadership, responsibility, and creativity, but it also involves important planning and communication skills. To explore my interests in business, I enrolled in Entrepreneurial Problem Solving, and now, after experiences and learning new skills, I grasped a true sense of what it means to start your own business.

In taking this course, I learned that being passionate and having a motive to carry out an idea is crucial. Taking this class opened my eyes to a whole new perspective. **It is not so much of your idea that gets the business running, but the motive to solve a problem you are passionate about and help others. I learned not to only pitch an idea, but to get others to evaluate my idea, and obtain advice that would help me improve on my business. By listening to**

**consumers needs, I was able to adapt to change that allowed my business to become more of a reality.**

Human interaction is a large part of entrepreneurship and **in taking this course I was able to build on my communications skills. I believe that these skills will stick with me for a lifetime**, exposing me to new experiences. In the long run, I believe that having gained such experiences would allow me to be more social and have the skills to communicate ideas, connect with other people, and build a community.

To be entrepreneurial, **I had to learn to step out of my comfort zone and reach out to people in my community.** In this way, **was able to get into contact with people that I would never have imagined could be possible.** While **the experience was altogether nerve-racking, it was equally exciting and spontaneous, and I really enjoyed it. I learned so much more about socializing and how to work with others to get things done.** From starting with simple people within my reach, family friends, to strangers walking on the streets, I was able to eventually get in touch with even more important people that would be able to help me with my business. After having made conversation with important people, such as the Chief Technical Officer of an app corporation, I felt very accomplished and am looking forward to how my skills could lead to me to new experiences, and reach even more contacts and referrals.

**Throughout this course, I gained more experience on how to write professional emails in a way that would get people to want to talk to me.** Rather than making it appear that I have an idea and need people to help me, I learned to share my idea in a way that would make others feel important and want to help me. This would allow me to expand my environment and communication skills from simple emails, to phone calls, and possibly talking to important executives in person. I learned the importance of how to approach people and I will definitely continue these experiences and skills outside the normal classroom setting and onwards. Entrepreneurial Problem Solving has shown me the feasibility of becoming entrepreneurial with the proper guide and skills. **I am glad I got this opportunity to take such an interactive course. Entrepreneurship is most definitely a field of business that I am excited to study and further explore.**

***Student 4:***

**Entrepreneurial Problem Solving has helped me progress in so many ways throughout these four days.** By building **confidence**, I've been able to improve my problem and solution for this project. At the beginning of class I was very anxious to start this project because I didn't think I would be able to create a good product, but now I am assured that I have done so from all the feedback and critique I have received. The problem that people are struggling with is keeping

their phones on a good battery percentage to contact people for emergencies and to go on with their day. My solution is to create charging stations and put many in big cities like New York and Los Angeles; to go with these stations there would be an app to alert you when your phone is dying and where the nearest station is with directions. By taking this class I've realized that the success of my product will greatly affect the world, I've **improved my communication skills** substantially, and I've **learned the real meaning of entrepreneurship**.

From all the responses I have received about my project, I am positive that it will enormously influence the world. Contacting a variety of different age groups showed me that not only are teenagers' phones dying throughout the day, but so are adults and children. This showed me that my product could be tremendously popular because it can attract all age groups. I think my product will also be quite the stress reliever. For example, when teenagers are going out their phones will most likely die from all the battery they use up checking social media, texting, and calling, so having these stations could not only be a stress reliever for them but for their parents. I know most kids are worried of their parents getting angry, but with these stations they won't be worried and neither will the parents! In addition, nowadays if your phone dies you will have no luck of asking people to borrow their phones because they will most likely think you are going to steal it. Having these stations and app, is just a simple way to be reminded to charge your phone so you don't have to worry about it dying. Hence, my project will most definitely affect the world in a positive way.

**Taking this course has also helped me improve my communicating skills enormously.** As an entrepreneur being very social and communicating well with your customers is a big key to running your business correctly. Growing up, **I've always been very shy**, not with people in my age group, but with adults and strangers. **Taking this class has made me extremely confident** with calling strangers and asking for advice. At first when I was given this assignment, I was very nervous, but after doing a couple calls I improved the way I communicated with people. I think having learned this was a very important skill I needed because if I want to run my own business I can't be worried about calling a stranger, I should be focused on bigger things like bankruptcy and investors. Also, I believe calling people I knew first was an excellent way to work my way up to calling entrepreneurs themselves! Therefore, taking **this course helped me improve my communication skills** staggeringly.

Lastly, applying for this class made me realize the true meaning of what it is to be an entrepreneur. **There is so much more to entrepreneurship than just running a company. Entrepreneurship involves responsibility, initiative, and perseverance.** Throughout this class I was taught that you can't give up. For instance, if you thought of a problem and solution but realized someone already created it, you shouldn't stop there. You can work with the idea and

improve it to make it better! Additionally, you have to take initiative. If you stand back and do not work to succeed, nothing will get done. You need to be motivated to do your best. Thus, taking this class has displayed to me what it really means to be an entrepreneur.

As you can see, the course Entrepreneurial Problem Solving has most definitely prepared me to become an entrepreneur in the future. If I didn't take this class I would not have improved my communication skills or realized that my ideas can and will change the world. But most importantly, this class has taught me the true definition of an entrepreneur. **Taking this class has assured me that I have the power to make a difference and become an entrepreneur.**

### ***Student 5:***

The problem, in my case, is women feeling unsafe in certain settings due to the rape culture society that we live in. Upon talking to people who have felt this way, or know people that feel this way, I realized that there is room for improvement in the realm of protection against sexual assault and violent crime. People feel scared walking alone at night, and are worrying about their friends and loved ones. While it is most ideal to dream of a utopian society where rape and violence do not exist, that is simply not reality.

My solution is a product that will help protect against these crimes: jewelry (necklaces, bracelets, anklets, rings, etc.) with built-in technologic features such as tracking and a bluetooth application that will allow incidents to be reported almost immediately. Friends can sync up their apps, and have access to each other's locations when they go out together. Even better, there is a touch feature on the jewelry that allows the wearer to send a "help" notification out to friends and/or the police if they find themselves in any bad situations. Jewelry is such an effective form for a product like this because it will most always be on somebody's person, even if their purses or phones have been taken away. The product will be offered in a variety of designs, so that nearly anyone can find a piece that they like.

If my product gained momentum and success, it would have the potential to change the face of rape culture. One of the biggest things that survivors currently face is victim blaming; law enforcement and the general public are renowned for claiming that women "make up" their assaults for attention or due to regret (when only a fraction of a percent of reported sexual assaults are false). If somebody had the ability to immediately report a problem as it was happening, then it could hopefully be seen as more "legitimate" by law enforcement officers and such.

As I've been developing ideas for this product, I have been able to contact certain people that are relevant to my field. **At first, I did not think that I would be able to network, or even reach,**

**these people. In class I have learned unparalleled skills for networking and reaching out, for which I could not be happier to have. I will go on to use these communication skills for many years to come.** I have been in contact with the founder of a major app development agency, jewelers, and other people who have created start-ups similar to mine. Being able to talk to these people and getting their advice has offered me great insights on the processes of creating jewelry, making apps, and running a start-up. **I got a whole new understanding for the work it takes to not only make a successful product.**

It takes a great deal of initiative to come up with and carry out the production of a lucrative product. While doing finances, I realized the process was even harder than I had thought. Covering costs is obviously very challenging, and it is hard to predict and assume what is going to happen with the finances of the company.

**This course has gone in a completely different direction than I had originally expected, and I could not be happier with it. Learning these communication and real-world skills is very valuable to me, and I am glad to be developing these skills so early on.**

***Student 6:***

Coming into this course, I was daunted by the thought of inventing something. I was worried that I wouldn't be able to come up with a creative invention and that I wouldn't have the skills to effectively pitch an idea.

However, **after the very first class, my excitement for entrepreneurship reached new bounds. As I previously mentioned, I don't know what direction I want to go in in terms of my career. Creating this project helped me realize that I don't need to fit into a neat category; I can use the assets that I have to grow my career and guide me in my life.**

My idea is to find a way to help people who speak different languages effectively communicate with each other by developing a voice recognition app to immediately translate one language into another. My goal is to create a more user friendly and effective version of google translate in which it is easier to have a face-to-face conversation. I aim to market this to travelers and tourists. The app would recognize a voice in one language, translate it to a selected language, and then repeat it out loud in the other language. Ideally the person speaking would also be able to see their words pop up on the screen as they speak to allow for editing and to avoid miscommunication.

The reason I choose this project is because of a past experience this summer. For the month of July, I had the privilege of traveling to Ecuador to work with needy children in a day care center. I worked with children between the ages of 2-4, so many of them know how to talk. However,

none of them knew how to speak in English, and the skills I learned in Spanish class at school were not enough to carry out a coherent conversation, even with toddlers. I saw a need in this area; there should be some way to communicate with people who speak different languages. This thought stemmed my idea to create a verbal translating app.

The first assignment in this class was to talk to ten friends and family to get advice. This step was surprisingly helpful. Originally, my idea was to have a physical device that a person would speak into. However, many people advised me to develop an app instead. I also got other advice that helped better my original idea.

Similarly, talking to people in the streets and people easily accessible in the field was a crucial step. I was able to contact someone who works in the computer data managing business to get advice. His advice was very useful; he said to make sure there was a demand in the market, to create a blue print, and to make sure there would be consistent revenue. I found his advice extremely helpful in further developing my idea. In addition, I emailed and spoke to other entrepreneurs and people in my field to get similar advice.

**My experience as an entrepreneur changed my views on the world of business.** Prior to this course, I had no idea how much behind the scenes work goes into creating something from scratch. I thought that all successful entrepreneurs came up with a brilliant idea that made them rich. However, I learned that there is so much more than a brilliant idea that goes into starting a business. I agree with the statement that thinking of an ok idea and taking input from outside people really helps better your product or service.

I learned new things about entrepreneurship and about myself in this course. **I am not a shy person, but my usual approach would be to politely ask for help. This course taught me that sometimes you need to push your way through and even be yelled at to be able to get your point across. Things won't get accomplished unless you personally take responsibility and take action.** I learned to use my friends and family, connections, and even the internet to get in contact with people.

The success of my project will really help the world. There are many categories of people that this app could benefit. For example, tourists would use this app to communicate with people in the country they are visiting. Lawyers or doctors could use this app to speak to clients or patients they would not have otherwise been able to communicate with. Students would use this app to practice a language to become fluent.

My original idea changed and evolved greatly since day one. **I learned new things about the world of business, entrepreneurial problem solving, and myself. This experience has**

**definitely changed me for the better, and it will be a great skill to have under my belt no matter what profession I decide to go into.**

***Student 7:***

I've always heard from people that you cannot judge someone until you've walked a mile in their shoes. After walking a mile in an entrepreneur's shoes I have realized that they are tough shoes to walk in. Before going into this class I always wondered why people were reluctant to start their own business, now after a week in this class I wonder how so many people do start their own business. I had completely underestimated the skills that it takes to be an entrepreneur. Through my experiences this past week I've been able to improve upon my leadership skills, communication skills, and management skills, but I was also able to learn more about my field of interest, which was very important to my growth.

Ever since I was young I've always loved to talk, it's been one of my favorite things. Since then I've grown that interest into a love of public speaking, communications, and media. **Going into this entrepreneur program I was disappointed because I believed that I wouldn't be able to develop my communication and public speaking skills as much as if I were to take a straight-up business class. I was completely wrong with this thinking.** As an entrepreneur one of the main necessities is making connections with other people in your field. When I first began contacting other people in the news industry **I felt like I would be a nuisance to them, but instead people responded very positively and offered lots of feedback. Just by sending emails and making phone calls I was able to articulate better what I was trying to make and what kind of advice and help I needed.**

Going into this program I felt as if I wouldn't be the right fit because entrepreneurs need to be grounded and realistic. I've always been a very positive person with very lofty goals, and I felt as if an entrepreneur couldn't act that way. Again, my expectations were wrong. Even though I did need to give myself a reality check about my venture sometimes, it seemed like my optimism and high aspirations were actually very useful. People tended to be much friendlier towards me because when I told them about my idea I was aiming high and very enthusiastic about it. However, it was difficult to maintain this enthusiasm and positivity when I faced issues with my product such as financials or licensing. Even so, this optimism gave me the perseverance that I needed to continue with my product.

When I first began this course I knew that I would learn a lot about the skills it would take to become an entrepreneur, but **what I didn't know was that I would also learn the skills it would take to work in my field of interest, communications and the news. I always thought of entrepreneurship as a separate category that didn't fit with any of my other**

**interests, but it actually allows me to bring all of my interests together.** Normally, it would be very hard to find a job that allowed me to work as a producer of news, work alongside advertisers, run a company, and sell a product, but by creating my own business I was able to combine all of these interests. As well as this, **my knowledge about how the news is able to run and how advertisements relate to ratings and viewers was greatly expanded after talking to more people who work in the news industry.**

***Student 8:***

My project is a portable electronic food scanner that can what exactly is inside the food that you eat, and provide detailed information on ingredients, nutrition values, chemical content, and even toxins. As many of you know, food safety and its consequential health issues are currently one of the major problems in many countries of the world. According to European statistic, 250 million people suffer from food (some are life-threatening) allergies worldwide. In the United States, one in five people have obesity or weight problems caused by unhealthy eating habits. In China as well as many third world countries in the Middle East, South America, and Africa, producers of food often use unqualified toxic ingredients in foods to make their costs cheaper. Nowadays, incurable diseases such as cancer and Alzheimer's are very likely the results of eating unqualified food or inedible toxins. Therefore, this project, if successfully created, would benefit people from all around the world immensely.

Unluckily, I do not know a lot of people in the food industry, and neither do my families have much connection with professionals in this field. However, **over the course of the past four days, I was able to reach out and connect with a decent amount people of this field.** I first attempted gain information through employees in my father's company. Coincidentally, one of the employees does know someone related to the food business. I was able to get a lot of helpful advice from him. Additionally, I attempted to contact the FDA's center for food safety and applied nutrition, as well as Whole Foods through email, but have not received any replies yet. I also found out about a company called Tellspec, which is a company that has already successfully made a food scanning device that detects for nutritional content only. **This entire process of reaching out and gathering advice from people I am unfamiliar with really allowed me to realize how there are more people out there who are willing to help me than I thought there are. By emailing and making calls to professionals in the field, I came out of my comfort zone and did something that I never thought I would be able to do.**

So why would anyone else care or benefit from helping me with my project? There's a saying in China that "food is heaven to humans, so food safety is even greater than heaven". I think as humans we can all agree that people want to live healthy and longer lives. In society today, most

people have higher pursuits and life-long ambitions, but if we cannot even secure our out most basic needs, we would not have the luxury to pursue anything higher in our hierarchy of needs. Right now, the root of the problem is the fact that we do not know what exactly are we putting into our mouths when we eat street food or at restaurants. Therefore, I think that anybody who would care even remotely about their personal health, and long-term visions would be interested in the product that I am trying to create.

Overall, **I not only have learned the basics of entrepreneurship, but also have gained valuable communication, social, and life skills in this class.** I am beginning to see just how complex the entire entrepreneurial process can be — as I understood that entrepreneurship is not as simple as inventing a product and selling it other people. You have to also consider questions like “how can I get people with money to fund me?”, “is this product marketable?”, “will the public like it?”, “how should I spread the word about the product so that I can gain customers?”. This process also involves a detailed plan. I learned that planning is crucial because without planning ahead, you are going to run into a lot of obstacles and problems that may eventually dash your hopes and confidence on your project, thus preventing your from accomplishing what was originally a brilliant idea. After working on the financial aspect of my project, I saw that I would starve for 3 months before I begin to make profit. This process also made me realize how difficult it is to actually make money out of an idea. Not only do you have to find ways to sell it effectively, but you also have to consider the costs of salaries, hiring designers, manufacturers, and promotions. A business is like a gigantic spider web, with hundreds of aspects all interwoven with each other. It requires foresight and realistic thinking, and may take many trials and failures before one becomes successful.

In conclusion, I think that business and entrepreneurship is not something you can learn instantly. You have to be proactive to push yourself continuously to gain more and more exposure to this field, collaborate with others, and keep on experimenting.

### ***Student 9:***

My project was created to help teenagers find a career and college for themselves. Teenagers are the future of the world and they need to know what they want to do when they graduate from college so they can find a job that they like. A website where teenagers can find different degrees, careers that they can get with that degree, and the best college for them that has that degree. I am working on this entrepreneurially because I haven't seen a site where everything is centralized and easy to find. I want kids that don't have the resources other people have to find careers that they might want to pursue for free. This project means a lot to me because the college process is long and boring, so to make that process easier and faster would help a lot of

people. People should and would care about my project because it is about the youth that will fill the ranks of our elders. My project will also hopefully also get lower income teenagers to think and possibly go to college which is beneficial to them and their future. The people going into college and are going to college are our future and we should give them every chance to do what they love. If my project was successful it would mean that a lot of kids would be trying to find the right career and college they want to pursue. It would also take a lot of stress of high school students and allow them to do things that make them happy.

My experience as an entrepreneur so far has been fun and challenging. Some of the stuff is really fun and interesting, but some of the other stuff is not as interesting. **I did not enjoy talking to the people in my field, but it is a big part of starting any project. That being said the experience of doing all this stuff is completely beneficial to me and is unforgettable. The skills we are learning and perfecting are something we will use throughout our entire lives. So far the best experience was the financials,** doing them was just really interesting and fun. It was cool to see how slight changes can change your entire profit, and it was interesting to see how investors and cutting down costs is a must when you are starting a business. I have learned so many things about entrepreneurship like initiative, persistence, flexibility, responsibility, responsibility, leadership, and so much more. These are all the things you need to be an entrepreneur, **it is a lot of work and dedication that has to be put in these projects. I really like the whole process and I am so happy I had the chance to experience such a fun course. The skills I learned are going to stay with me forever.**

### ***Student 10:***

**I learned a lot this week, but most especially in taking initiative. Getting in touch with people is not as difficult and scary as it may seem. Stepping outside my comfort zone actually felt relatively comfortable when I just took initiative and did it. Starting a project from an idea is not something you have to wait around for a perfect opportunity to do. It can happen any time as long as you take initiative.**

I am working on my project entrepreneurially and in my field because I find the topic very relevant and something can that solve major problems in society. With strong political leaders, the US or any society being run by a political leader will prevail, and as history proves, when the US prevails, so does the rest of the world. The problem with today's society is that too few people are actually smart/ educate enough to know what is best for society. They vote selfishly on what will instantly gratify them, instead of looking at the bigger picture. It is also easy for a candidate's idea to seem like it will be beneficial and therefore people are attracted to that idea and candidate, and I would argue that the majority of the general public does not know enough

history to be able to pick on whether or not a similar idea has been beneficial in the past. And with the feature of the app connecting historical political events to current political events, that problem will be solved the benefits will be world wide.

I do not know anyone personally in the app development field or the political field, but I know people who know people. My friends dad is the senator of CT and my mom has a friend who was a past senator. Both of my parents majored in public policy and worked at the Heritage Foundation in DC, so they are also definitely resources in my field. "My field" could mean many things, though. I do not only need political contacts, even though that is the topic of my project, but the people I will need to contact will most likely be investors, people in the advertising business, etc.

***Student 11:***

**I feel that I have grown greatly since the beginning of this entrepreneurial project. I think that before starting this assignment I had a slight idea of what actually entails undergoing an entrepreneurial endeavor. Now that I have actually begun a project in entrepreneurship on my own, I realize how little I really knew about entrepreneurship before this week. I have found so much information that is vital to running an entrepreneurial project that I would have never known about before.**

For my entrepreneurial project, I chose the field of working to prevent or limit excessive injuries for NFL players. I chose this field because I felt incredibly passionate about it. I have found that the lasting effects of injuries sustained by NFL players to their head or others parts of their body take a large toll on their quality of life during and after their career. After deciding to address this problem, I found that a viable solution to protect player safety would be to change the system in which the in-game injuries of players are handled. Instead of having team doctors that are employees of the NFL team owners, the league would hire impartial doctors to collaborate with the current doctors in order to decide the proper course of action. This eliminates the conflict of interest that exists where the owners want the players to get back on the field regardless of how that may hurt the player in the future and the person with the power to get that player back on the field is the doctor, who should not be incentivized by their boss to potentially hurt the player.

I have encountered many people in my field over the past couple of days. **When I started my project, I only knew a few people who had very little connection to football at all. I spoke to people who I know who have coached, played, and even watched football. I explained my project to them and asked for advice and feedback that could help me to further my idea. This was much more helpful than I expected** and even though I originally assumed that I knew no one that could contribute to the betterment of my entrepreneurial endeavor, it turned

out that I did know a few people that could provide useful information and opinions to me. Eventually, I moved on to contacting people who were actually more involved with my actual field. I was able to make contact with the NFL's New York City offices and was redirected to an official who was able to provide me with more insight about the protocol for in-game NFL injuries (more specifically concussions) as well expert advice about how to improve my project. I also was able to reach someone in the Health & Safety Office who was able to answer my questions about what action the NFL is taking to improve player safety and give me his opinions about my entrepreneurial project. I made contact with a multitude other players in my field, two of which who were specifically helpful were officials the youth football non-profit organizations, Pop Warner football and the American Youth Football Association. Both of these experts were able to give me more information about safe practices for football players to enact on the field and did have some minor changes that could help me.

**This class has helped me greatly to further understand the basics of entrepreneurship.** I now know a lot of information about what is necessary to start an entrepreneurial project, like the entrepreneurial theme of valuing learning skills over having the right personality. I also learned about how difficult it is to work out the financials for your entrepreneurial project. There are many things that I have learned about being an entrepreneur and this has been a very valuable experience so far.

***Student 12:***

Coming into this week **I didn't know what to expect. I had many predictions about how this week would go but I never expected it to be this interactive and interesting. I discovered that I definitely like entrepreneurship better than economics and the idea of being more involved in my projects, rather than researching projects is much more interesting and enveloping. If you had told me coming into this week that I would have a fifteen minute conversation over the phone with a CEO of a large advertising firm I wouldn't believe you. However, through the skills and phone calls that I placed I was able to do just that,** and also gain very valuable information on possible business ideas. **This class exceeded my expectations by far.**

My original problem was that for the majority of males, urinating has become a bit of an issue. For almost every time a male urinates in a urinal, there is an issue of splash back. Splash back is when the urine has to travel a farther distance and due to the physics principle, the Plateau - Raleigh Instability, the farther your stream of urination travels the more it breaks apart and the more it splashes. However, this urine splashes only because there is no area in the urinal where the stream could be properly drained without splashing, which is where my solution comes in.

My solution that I developed in this class was to create a urinal that has an extra long drain tube for users to aim into, then the drain itself will be stainless steel mesh lined by a stainless steel ring, and finally a deodorizer built into the flush mechanism so the maintenance personal wouldn't have to touch urine when changing the deodorizing pad. Or to create a patent and sell it to a big toilet company for them to sell and market.

Because of this class **I was able to connect to the CEO of All Over Media**. I was also able to probe further into the subject of making my urinal innovation a tangible idea. Although I think I won't pursue this idea, I might keep the idea in my back pocket for after college. The success of this project would really clean up several bathrooms. Even today, my classmate, Javi, told me that my urinals were really needed at the Yankees Stadium because pee was all over the floor. In places of high traffic such as a stadium really would need a splashback free urinal in order to keep the floors clean and make the maintenance staff's job easier. My experiences as a brand new entrepreneur are many. **There are so many aspects of entrepreneurship that I didn't really think about coming into this course. I suppose my own naiveté led me to believe that entrepreneurship was a lot easier than this. I always believed that one would start with partners and investment would come easy. I didn't expect to have to make so many complicated decisions that could decide the future of my possible company.**

I have learned a lot of things through this class about entrepreneurship. I do realize that this class couldn't go as in depth as it could have because it's such a short class, but I still learned a lot. I learned that in order to foster the growth of a company I would have to take personal responsibility of almost everything and not try to delegate until the company can afford more employees. I also learned that for the growth of a company, I would have to put in several years of work before hand of planning and decision making in order to attract investors and high-level employees. For the process of a company to begin, one has to start the process through taking initiative and working for the project as hard as you can and put in as much time as possible, because what you put in is what you get. This course taught me a lot of those new lessons that I didn't realize previously.

The process of working financials really brought me closer to understanding whether or not this business would be viable. I think that with good marketing and a well thought out marketing strategy, that I could be able to make this into a viable business operation. That first occurred to me when I spoke to people in Washington Square Park. My experience while interviewing and questioning people on their experiences with urinals was interesting. At first it was really awkward and i would have to make the conversation long in order to get the information that I really wanted. This was important because most of my conversations lasted longer than 10 minutes except for one where the guy was very open and it only took a minute to get feedback.

One man was very helpful and suggested a target market for my product and that it wouldn't really be feasible in smaller places but possibly for bigger chains it would be or hotels where they can actually afford to have a better urinal. People characterized their issues really casually because, I think, some people thought I was joking around. My longest conversation turned out to be my most helpful and productive one because he offered counter ideas and made me really prove my idea and how it would be feasible.

During the beginning of this course **I didn't really believe that I could be able to come up with a good idea that I might be able to take to market. I didn't know that so many good ideas just occurred to everyone so often and that really gave me inspiration and resolve to just work on my idea even harder. This course taught me the basics of entrepreneurship** and showed me that economics is so much more boring compared to entrepreneurship. I think my favorite part of the course was the 6 themes of entrepreneurship which I thought were really interesting and made the field of entrepreneurship so much more accessible.

### ***Student 13:***

I am working on this project because I enjoy this sphere of profession. Business is something that I would really want to do in future and becoming an entrepreneur is a branch of it that evokes a particular interest in me. One of the closest people in this field, is my father as he is a business man, an entrepreneur. He has started various different big businesses, this opens up an opportunity for me, to have him as a role model as someone very close to me. The success of my project would affect the world in a positive manner, as it would make their lives easier. People, who are trying to buy products/items and have a huge queue ahead of them can avoid it. Creating this device would allow them to buy it straight away, with nothing slowing them down. This would help to keep their mood up and spend the time they would stand in a line on something more valuable eg. Spending time with your family. **My experience has been great, now I have an insight of the steps and procedures that need to be taken in order to create your own business.** What is important to know, and have gained skills that would last me a life time in talking to strangers, experiencing their opinions on various matters. This is a skill which would need to be practiced constantly, trying to explain your idea quickly and efficiently. The main idea that I learnt about entrepreneurship, is that **it's all about communication. You have to be confident about your idea and the way you present it to others.** It is important to show up and talk in live to the people you want to do business with. Also knowing people in your field is helpful, making connections that could help your business. **Responsibility and initiative is what comes across to the people you are communicating with, those features is what can define if people want to do business with you or not.** People would benefit from helping my

project, because nobody has done this before and so there are no competitors in the market yet, and from asking around different people the approach was very positive and I think that those who would help will make the world a better place and easier lives for our population. Moreover, I think that there will be high demand for this product, high profit too.

### ***Student 14:***

Prior to starting this class **I was nervous about not being able to create a great idea. However, I soon realized what I needed was a solution to a problem, and I could take it from there. After creating a list of ideas and solutions, I was able to finalize it into one problem and one solution. This made getting started significantly simpler. These past few days I have come in contact with many people, starting with some in a local park, to contacting top app developers in the city.** The relationships that you form with these people are key to networking and creating “warm contacts” from “cold contacts”. By **talking to increasingly valuable people in my field, each call or interaction was easier as my confidence increases, and I realized I truly had nothing to lose. The feedback that I received was not always positive, however it was constructive,** and allowed me to make improvements on my project that I would not have thought of otherwise. The “problem solving” I have done in this course was not only the solution to my main project, but also the minor complications, such as a an individual not contacting me back or the ratio of promotion and sales.

The people I contacted included chiropractors, app developers, and writers who had previously written articles regarding the problem I am fixing. I was surprised how willing these people were to answer my question, and their excitement of my idea. **Being able to say I have contacted writers from outlets such as CNN and Forbes or some of the top chiropractors in Manhattan is rewarding.** However contacting them was not easy, **I had to be persistent and not take no for an answer, while still being polite. Very rarely did I get what I was looking for in just one interaction.**

If my project were to be successful, I hope my targeted market would be appreciative and better that they were before my product. My market are individuals with back pain related to poor posture. My aim would to have my product sold in common retailers such as CVS, and also in the waiting rooms or chiropractors. If my consumers were more comfortable and pain free after purchasing my product, my company would be a success. Others would benefit by helping my project for financial reasons, since without money from investors, my company is already notably profitable within a few months.

**My experience of an entrepreneur was eye opening and positive. There are countless more**

**factors that go into the development of a project that I did not think of** before taking this class. Additionally, for myself, I had no contacts in the field of project prior to when I began, so I had to work up from numbers and emails I found from websites to eventually networking and reaching others. I learned to be a successful entrepreneur, you need to be exceedingly self motivated, and responsible. In this class, and for many other entrepreneurs, it is only one person, yourself, who has to contact people, as well and create a financial plan for your company.

**Holding yourself accountable is a quality I believe all successful entrepreneurs excel at. This class has taught me these skills that I can not only apply to my specific project, but also all of my academic and business endeavors in the future.**

### ***Student 15:***

So far **I have learned more than I thought I would in the space of three days. I've learned to be comfortable outside of my comfort zone. It was definitely scary to talk to not only people I don't know, but also important people in the field. It was hard to draw the line between going through the motion and actually putting my plan into action in this exercise. But once I started making calls, it got easier and I started to understand the real goal of the project.** It's been a frustrating process so far and I've hit many walls, but that was definitely the biggest. I've definitely done things that I didn't think I would ever do and had experiences I've never had before. I ended up talking to a lot of valuable people.

Another thing that frustrated me is that I didn't have a model or prototype of my invention which made it very hard to describe to people when talking on the phone. It also presented a challenge while creating my spread sheet because I didn't know what price my invention could sell for, and the profit I would make off each sale. My project was to create an iPad holder which is held by the same adhesive strips as command hooks and is maneuvered to your comfort when watching movies in bed. You do not have to hold your device which gives more comfort to the consumer and makes it easier to fall asleep. The use of adhesive tape on iPad mounts has never been done before. Furthermore, the mount can charge whatever device it is connected to and will amplify sound and include an attachable cup holder and a clip to hold food such as a bag of chips to give the ultimate Netflix binge watching experience.

**I was able to talk to some very valuable people in the field, including a Stanford professor who had a lot of startup companies in Silicon Valley,** including one which was sold for \$360,000,000. **I also talked to the CEO of a startup device accessory company based in New Jersey which is called Dockem who gave me great feedback on my idea and wished to speak to me again.** He was an entrepreneurship student at Lehigh University and his ideas made it to Kickstarter and he and his roommate are now fully devoted to growing their company.

He then referred me to an executive at Speck which is an extremely successful device accessory company. Overall **I learned a lot about what it means to make business connections and how successful they can be.**

***Student 16:***

The project I have been working on is to allow people to see how long the wait times are for customer service call centers. I am personally passionate about my project because I believe there is a huge problem that is unsolved in the world. Many people are frustrated and feel unimportant when they are on hold for hours trying to reach somebody for a very basic problem that requires a short and easy solution. People would feel less frustrated if there was more predictability involved with the process. My solution to this problem crosses two concepts that exist already, however, my solution has not yet been produced. I would take the concept of an amusement park wait time app, and give it the user-driven interface that the traffic app Waze has, for more accuracy. **I have reached out to many people in my field across the board.** The main categories of business people that I contacted are in the app development field and the customer service industry. I personally do not know anybody in the field that I am currently starting my project in, however, it was far easier to find contacts of people in my industry. If my project becomes successful many people will realize that using my app is much easier than contacting customer service without knowing your place in line, and being frustrated from the unpredictability. **As a “young” entrepreneur, starting thirty-six hours ago, I feel that I have learned more than I would have with another professor in a whole semester. I really learned how responsible entrepreneurs have to be, in order to support their employees and satisfy their customers.**

**Over the past few days, I have learned more than I could have ever imagined. I am so excited to be equipped with the knowledge that I have gained. I had no idea how accessible high-value people were, in many different fields. I am so grateful to have participated in this program. My excitement for college has grown even more in this past week. I have met people I would have never met, made new friends, and learned valuable life lessons.**