



This content package contains a variety of content resources related to October’s theme of Start Your Own Business. Topics include entrepreneurship, invention, design, business environments, the role of women in business, and more. We have split the content by the type of media or usage: Activities and Lesson Plans; Online exhibitions; Videos; Podcasts. We also provide ideas for ways to use the content in an American Spaces program. Please send any feedback to Lauren Appelbaum (AppelbaumL@si.edu).

Activities and Lesson Plans

Entrepreneur Incubator (skill building, entrepreneurship)

This material has been specially designed for American Spaces audiences by the Smithsonian Institution’s ARTLAB+, a digital media studio for teens based out of the Hirshhorn Museum and Sculpture Garden. The content has been developed based on feedback from the Bureau of International Information Programs and field officers. It will provide lesson plans, activities, and facilitator guides for a series of programs around the organizing principles behind starting a business (ex. pitching a business, advertising a business) and thinking about employment goals. The materials are educational and interactive and designed for young adult audiences, though they can be adapted for a range of audiences.

New content under development for American Spaces to be made available late September 2014. Please be sure to visit the American Spaces website: <https://americanspaces.state.gov/>

Our Story: The Money Makers. Local Business, Big Reach activity guide (local business)

http://amhistory.si.edu/ourstory/pdf/money/money_local.pdf

This activity guide from the National Museum of American History highlights the importance of local business and encourages participants to meet with business founders or owners. It also emphasizes the intersections of democracy, starting a business, and economic growth. Discussion questions provided can guide conversations around the challenges and advantages of being part of a particular business. Activities are written for a younger audience, but they are also appropriate for English language learners of all ages and can be adapted for older audiences. *This is a valuable exercise in thinking critically about local business strategies and meeting community needs through business. The interview process and review of the challenge words are good opportunities to practice English language skills. Use the included activity guide to visit a local business or consider working with a local business owner or founder.*

Spark!Lab Activity Sheet (business thinking)

<http://sparklab.si.edu/downloads/sparklab-home-activity-sheet.pdf>

Sometimes a business is based on improving an existing product or process. *Go through the exercise of studying and improving something to see what it might be like to start a business around a similar idea.*

Blast From The Past lesson plan (design)

<http://dx.cooperhewitt.org/lessonplan/Blast-from-the-Past-2/>

Throughout history people have designed objects that have changed and enhanced the quality of people’s lives, whether for survival or pure enjoyment. In this activity from the Cooper-Hewitt National Design Museum, participants analyze famous designs of the past (e.g. compass, polio vaccine, Barbie doll) and how those inventions impacted the world. *This exercise provides a framework for a public program to examine and discuss what it means to be a business founder, inventor, or entrepreneur. Introduce discussion questions about why someone might start a business, what businesses exist locally that address local needs, what corporate social responsibility means, and more.*

October: Start Your Own Business





Women Inventors and Their Inspirations educator guide ([invention](#))

<http://invention.smithsonian.org/downloads/wminventorsguide.pdf>

This teacher's guide from the National Museum of American History includes profiles of famous female inventors and the circumstances surrounding their success. *Use the included discussion questions to introduce ideas about role models, both globally and locally, and how the motivation behind inventions can also drive starting a business.*

Online exhibitions

American Enterprise Initiative ([business environments](#))

<http://americanenterprise.si.edu/>

This blog and overview of an upcoming exhibition opening in 2015 from the National Museum of American History discusses the critical role of business in shaping the American experience. The exhibition will illustrate how the changing balance between efficiency, equity, and control has provided opportunities for many, great benefits for some, and hardships for others. "Explore the Exhibition" section allows users to look at objects that will be featured in the exhibition. *Exploration of the exhibition website can provide a framework for discussion of business in the local community and how it may be changing. You may also encourage discussion to identify needs that are present today or in the near future in the community that could benefit from a new business idea. Consider having visitors read the "Explore the Exhibition" section and specifically the "Global Marketplace" sub-section. Ask them what other products or services are hallmarks of the 21st century, and how the individuals behind those products/services achieved success.*

Wright Brothers ([entrepreneurs](#))

<http://airandspace.si.edu/exhibitions/wright-brothers/online/>

This online exhibition on the Wright Brothers, inventors of the modern airplane, from the National Air and Space Museum, introduces how two small town businessmen invented a technology that would define the 20th century. *Use the exhibition to discuss local and global entrepreneurs who serve as inspiration for a new generation of business owners. "Wright Brothers Biography" lesson plan can be useful in working with visitors to create an online biography of the Wrights based on reading documents in the online exhibition.*

Industrial Drawings ([invention](#))

<http://www.sil.si.edu/exhibitions/doodles/>

The "Industrial Drawings" online exhibition from National Museum of American History explores how engineers, inventors, and designers produce drawings as part of their creative process. They draw to work out and refine concepts and details; they draw to persuade; they draw to give direction; they draw to record their ideas and to learn from others. *Use the "View the Objects" gallery to discuss the conditions that surrounded the invention of specific objects and what inventions might come out of current conditions. Use the "Convincing" section to discuss the design of products and what elements go into that process, such as prototyping, and explore the types of "convincing" that might go into starting a business.*

Inventors at Play ([invention](#))

http://invention.smithsonian.org/centerpieces/iap/inventors_main.html

Inventors at Play Family Guide: <http://invention.smithsonian.org/centerpieces/iap/iapfamilyguide.pdf>

The "Inventors at Play" online exhibition from the National Museum of American History explores the stories of inventors, both famous and little known, whose creative habits began in childhood play and resulted in a variety of useful contributions. *Consider having visitors choose a favorite profile and then*





discussing what qualities or ideas that person had that are inspirational. What qualities might be helpful if you're starting a business? Recommended profiles include: "Akhil Madhani- Surgical Robots," "Lydia O'Leary- Covermark Cosmetics," and "John Fabel: EcoTrek Backpack." Inventors at Play Family Guide can be a useful handout for American Spaces visitors or can serve as the basis for strengthening reading comprehension in English.

Julia Child's Kitchen ([women in business](#))

http://amhistory.si.edu/juliachild/flash_home.asp

Julia Child was not only a groundbreaker in the world of food—she was a businesswoman who turned her passion into a global media business. *Use the online exhibition to explore the events in Child's life that contributed to her success. Have visitors discuss some female role models in the community or region who have turned passions or talents into successful businesses.*

Setting the Precedent ([women in business](#))

<http://amhistory.si.edu/archives/WIB-tour/mainMovie.html>

"Setting the Precedent: Women Who Excelled in Business" from the National Museum of American History explores how the accomplishments of today's outstanding businesswomen owe much to the groundwork of earlier generations of female entrepreneurs and workers. Exhibition looks at how businesswomen have always struggled with the unique challenges presented by socially determined gender roles, which have both created opportunities for women's advancement and limited their growth as professionals. *Use the four women profiled in the exhibition as the basis for a discussion on inspirational female leaders in the local and global community. Consider working with a local female business leader to facilitate discussion.*

Videos

Behind the Scenes at the U.S. Patent and Trademark Office ([entrepreneurs](#))

<http://www.smithsonianmag.com/videos/behind-the-scenes-at-the-united-states-paten/?no-ist>

This video explores how the patent and trademark process works in the U.S. and how it serves to encourage a culture of invention, creativity, and entrepreneurship. It features a 19-year old patent holder for an under-floor storage system. *Use this video as the starter for a larger discussion on tangible steps entrepreneurs need to take in your country to obtain a patent – or if patents don't exist, consider discussing the value of intellectual property.*

Space Voyages: Open For Business ([future of business](#))

<http://www.smithsonianchannel.com/sc/web/series/1003182/space-voyages/3388958/open-for-business>

Space is no longer just for governments. Little companies with big ideas are now reaching for the skies, making commercial human spaceflight a reality. *Use these video clips to open discussion on businesses of the future, whether those businesses are in space or resulting from some other future technology or developments.*

LA Frock Stars ([women in business](#))

<https://www.youtube.com/watch?v=pD8K3dNsdos>

"LA Frock Stars: Business of Vintage" is a video series from Smithsonian Channel on what it takes to successfully run a vintage clothing store in Los Angeles, featuring interviews with local entrepreneurs and business owners who invest in the "frock market." *Videos could provide a good introduction to discussing invention and entrepreneurship with individuals or groups who have interest in arts or fashion. Think about*





how the evolution of business ideas may stem from special interests or market needs, and consider working with a local fashion designer to facilitate a discussion.

Pioneers Turned Millionaires (**entrepreneurs**)

<https://www.youtube.com/show/pioneersturnedmillionaires>

The “Pioneers Turned Millionaires” video series from Smithsonian Channel features profiles of American figures who turned new inventions or processes into business empires. Profiles include diverse figures like John Henry Heinz, ketchup tycoon, and William Boeing, founder of Boeing air company. *Use these videos to discuss local and global entrepreneurs that serve as inspiration for a new generation of business owners.*

Silicon Valley Rebels (**business environments**)

<https://www.youtube.com/watch?v=SWML0b6cpbw>

“Silicon Valley Rebels: How To Build a Successful Tech Company” (3:23) features interviews with Bob Noyce and Gordon Moore who got fed up with the management at the company where they worked and struck out on their own to start a company that valued its employees and their ideas—Intel. *Use video to discuss workplace values, and how to take action on change that you want to see. Consider working with local tech/app developers to facilitate discussion.*

Documenting and Sharing Your Work: A Look at the Wright Brothers’ Process (**entrepreneurs, innovation**)

<https://www.youtube.com/watch?v=sYxeek2CYhA&index=10&list=PLFGZwzyPnxTu41Iks44f1Bv6QQ1rj-Sc0>

Dr. John Anderson, curator of aerodynamics at the National Air and Space Museum, explains that by documenting their work, the Wright brothers were able to develop the first airplane, to protect their ideas, and to share their success with the world. *Watch this video to spark discussion about how you can document your own creative or scientific processes. Think about incorporating an activity such as making your own journal or log to record important ideas, draw pictures, or record data. Consider working with a local inventor or entrepreneur to discuss the importance of documentation and implementation as key elements of the process of innovation.*

Podcasts

Invention Podcasts (**invention**)

<http://invention.smithsonian.org/video/>

Invention Podcasts Listening Guide: <http://invention.smithsonian.org/downloads/lemelsonpodguide.pdf>
Downloadable podcasts from the National Museum of American History’s Lemelson Center for the Study of Invention and Innovation that feature contemporary business leaders, entrepreneurs and inventors. *Use accompanying podcast activity guide, which includes questions that can be used to direct listening and guide further discussion.*

Recommended podcasts:

- Ashok Gadgil inspires future inventors
- John Fernandez builds globally competitive communities
See the transcript here: <http://invention.smithsonian.org/video/transcript.aspx?id=644>
- Walter Isaacson explores Benjamin Franklin’s legacy
- Stan Winston makes robots smart
- Deanne Bell believes engineering is for girls
- Michael Callahan ties invention to social entrepreneurship
- Norman Winarsky taps into Silicon Valley’s culture of innovation

