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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 organized the content by the type of media or usage, when available: Activities and Lesson Plans; Online Exhibitions; Videos; Articles and Blog Posts; and any Additional Resources. 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 & Lesson Plans

Entrepreneur Incubator (skill building, entrepreneurship)

<https://americanspaces.state.gov/smithsonian/content-and-programming-resources/smithsonian-content-created-for-american-spaces/entrepreneur-incubator>

Language Level: Beginner - Expert

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. This facilitator guide comes complete with step-by-step lesson plans for facilitators, activities, and all printable materials needed 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 facilitator does not need to have a background in business to run a successful program with Entrepreneur Incubator and all activities can be run with or without technology.

There are 15 different lesson plans that can be conducted as part of a series or run individually, or even in conjunction with a larger program or entrepreneur week. Use this facilitator guide to inspire your participants to think critically about entrepreneurial endeavors, from resume writing to prototyping, to promote skill building and confidence necessary for the 21st century workplace.

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

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

Language Level: Beginner - Expert

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.



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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 through conversation. Use the included activity guide to visit a local business or invite a local business owner or founder to your space to lead a discussion about local businesses and entrepreneurial qualities.

Spark!Lab (invention, innovation, design, entrepreneurial spirit)

<http://invention.si.edu/try/sparklab>

Language level: Beginner – Expert

Invention and innovation are closely linked with entrepreneurship as new business ideas or products are created to help people overcome challenges or obstacles in their everyday lives. Spark!Lab, based out of the Lemelson Center for the Study of Invention and Innovation, believes everyone is inventive and provides people of all ages to create, innovate, collaborate, and problem-solve in order to develop the skills and confidence needed today, whether in business or everyday life. This site is complete with videos, activity guides, and articles and blog posts that highlight innovators, both past and present.

Use this website to facilitate a program that focuses on the process of invention and innovation to encourage participants to think about turning an idea into reality and possibly a new business venture. The videos and podcasts are a great way to stimulate a discussion around a variety of themes including women innovators, intersections of art, design, and science, or the significance of historic innovators like Nikola Tesla. The Do Try This At Home section provides helpful guidance to lead activities that encourage participants to collaborate and innovate using everyday materials to problem-solve.

Blast from the Past lesson plan (design)

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

Language Level: Beginner - Expert

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. Included in this activity is a timing guide, an objectives list, and the opportunity for reflection.

This exercise provides a framework for a public program to examine and discuss what it means to be a business founder, inventor, or entrepreneur. Use the discussion questions to start about why someone might start a business, what businesses exist locally that address local needs, what corporate social responsibility means, and more.

Online Exhibitions

American Enterprise Initiative (business environments)

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

Language Level: Beginner - Expert



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“American Enterprise”, an exhibition that opened in 2015 at the National Museum of American History, chronicles the tumultuous interaction of capitalism and democracy that resulted in the continual remaking of American business – and American life. It discusses the critical role of business in shaping the American experience.

The “Explore the Exhibition” section allows users to look at objects that are 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. Encourage discussion about 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/>

Language Level: Intermediate – Expert

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. Included on this website are sections on who the Wright Brothers were, how they created their invention, and the beginning of the aerial age. It also has helpful interactive experiments and classroom activities.

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.

Julia Child’s Kitchen (women in business)

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

Language Level: Beginner – Expert

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. She shared the passions, philosophies, and products of her kitchen for 45 years. Now she is sharing the kitchen itself with millions, having donated it to the National Museum of American History.

Explore Julia Child’s kitchen through this online exhibition. 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: Four Women Who Excelled in Business (women in business)

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

Language Level: Intermediate

“Setting the Precedent: Four 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



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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. In addition to the profiles of four innovative women, this online exhibition also provides a section on the historical perspective – an introduction to the history of women in business.

Use the four women profiled in the exhibition as the basis for a discussion on inspirational female leaders in both local and global communities. Consider working with a local female business leader to facilitate a discussion and discuss the important qualities of leadership or even challenges women face in the business world. You may want to have your participants present on another inspirational female business leader as a way to promote English language learning.

Videos

Digital Video Content (entrepreneurs)

<http://americanspaces.smithsonian.com/>

Language Level: Beginner - Expert

This custom-designed video portal provides videos according to four core Public Diplomacy themes, including entrepreneurship. Each video is available with optional English language closed captions and can be downloaded or streamed. Additionally, each video is accompanied by a set of 8 discussion questions to promote conversation as participants are invited to share what they learned and asked, when possible, how they can personally relate to the themes or events discussed in the videos.

Consider using these videos individually as part of a larger program or in a series to spark thoughtful discussion about the U.S. Patent System, innovation, and entrepreneurship. What are some important qualities that an entrepreneurs? How does innovation relate to entrepreneurship? Questions are available in both PDF and Word to allow for easy editing to meet the needs and language levels of your audience.

- o Palmer Lucky's Virtual Reality Revolution (1:56)
- o The U.S. Patent and Trademark Office (3:48)
- o Project Loon (9:55)
- o Elon Musk's Journey to Mars (1:28)
- o Melting Electronics (2:03)

Space Voyages: Open For Business (future of business)

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

Language Level: Intermediate - Expert

Space is no longer just for governments. Little companies with big ideas are now reaching for the skies, making commercial human spaceflight a reality. NASA's shuttle may have been grounded, but for corporations, the sky is no longer the limit. With this great collection, you will find a list of the other videos from the series and related videos, all five minutes and under.

Use these video clips to open a discussion on businesses of the future, whether those businesses are in space or resulting from some other future technology or developments.



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LA Frock Stars (women in business)

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

Language Level: Intermediate – Expert

“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.” This video, “Doris’ Competitive Edge”, tells the story of Doris who has earned her title as the guru of vintage clothing. It is under five minutes, as is all of them in the series.

These 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. Consider working with a local designer, fashion or otherwise, to facilitate your discussion.

Pioneers Turned Millionaires (entrepreneurs)

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

Language Level: Intermediate – Expert

The “Pioneers Turned Millionaires” video series from Smithsonian Channel features profiles of American figures that 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. These videos are brief and can be used individually as part of a larger program or watched in a series.

Use these videos to discuss local and global entrepreneurs that serve as inspiration for a new generation of business owners. You may wish to supplement your program with a local entrepreneur who leads a discussion on the planning and struggles of growing a business.

How to Build a Successful Tech Company (business environments)

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

Language Level: Intermediate – Expert

“How To Build a Successful Tech Company: Silicon Valley Rebels” (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 this video to discuss workplace values, and how to take action on change that you want to see.*

Consider working with local tech or app developers to facilitate discussion. You may use this in a series on new business development and then encourage your participants to brainstorm their own new business idea. They can then present and lead a discussion on their idea and process as a way to promote English language learning and an exercise in presentation skill building.

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

<https://www.youtube.com/watch?v=sYxeek2CYhA&index=10&list=PLFGZwzyPnxTu41lks44f1Bv6QQ1rj-Sc0>

Language Level: Intermediate – Expert



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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. It is part of a video series, "Explore with Smithsonian Experts," in which a Smithsonian expert introduce new ways to observe, record, research, and share, while using real artifacts and work experiences. This video (3:15) has text written over it a few times, which you may want to pause so that participants can take note of these points.

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.