

Ice House Entrepreneurship Program

**Sustainable Business Ventures Entrepreneur Network
KY Highlands Investment Corporation (KHIC)**

This training program made possible through a grant from
the U.S. Small Business Administration

AN ENTREPRENEURIAL MINDSET FOR SUCCESS

An entrepreneurial mindset is a framework for thinking and acting that can empower anyone to succeed, no matter their chosen path.

Inspired by the life story of Pulitzer nominee Clifton Taulbert and the life-changing influence of an unlikely entrepreneur, the Ice House Entrepreneurship Program is an experiential, problem-based learning program designed to empower learners by exposing them to entrepreneurial thinking while immersing them in entrepreneurial experiences that will enable them to develop entrepreneurial skills.

LEARN FROM EXPERIENCED, REAL WORLD ENTREPRENEURS

Drawing from eight core concepts, the program enables participants to learn directly from the firsthand experience of real-world entrepreneurs who share their knowledge and experience throughout the course. Participants who complete this course will learn to:

- ✓ Identify and evaluate opportunities that others overlook
- ✓ Transform a simple idea into a sustainable success
- ✓ Embrace an entrepreneurial mindset as a life-skill
- ✓ Identify and overcome self-limiting beliefs
- ✓ Interact with local entrepreneurs for critical guidance and support



PROGRAM DETAILS:

DATES: 9/24, 10/1, 10/8, 10/15, 10/22
11/4, 11/11, 11/18, 11/25, 12/2

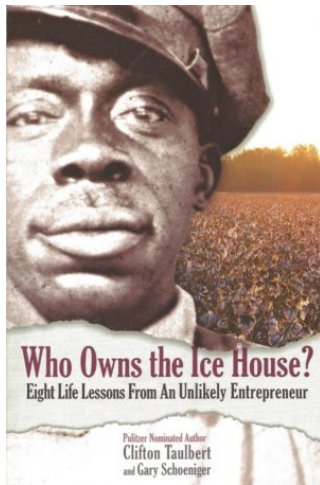
TIME: 5:30 - 7:00pm

Join us online. You can start during any session!

First 30 to register get a FREE Book!

REGISTER NOW!
<https://tinyurl.com/y2uqurhy>

For more info go to
www.sbventures.org/IceHouse or
Bobby Clark - sbvclark@gmail.com or
call or text 859-227-0263.



Who Owns the Ice House?

Eight Life Lessons From an Unlikely Entrepreneur

Overview:

Mindset - Ice House Entrepreneurship Program (2:59 minutes) - <https://youtu.be/Qsmsxzuu2PI>

Who Owns The Ice House - (2:31 minutes) - <https://youtu.be/MCbigXTda2Y>

Chapter 1: Choice – [Video Click Here](#) (1:09 minutes) - <https://www.youtube.com/watch?v=0-B5nGytYeA>

Life is not a lottery. The ability to choose the way we respond to our circumstances is fundamental to an entrepreneurial mindset. Choices, rather than circumstances, will ultimately shape our lives. An entrepreneurial mindset empowers you to be mindful of your choices, choosing the life you want rather than accepting life as it is.

Chapter 2: Opportunity – [Video Click Here](#) (1:02 minutes) - <https://www.youtube.com/watch?v=vZLWSZhGJ28> Problems are often opportunities in disguise. Entrepreneurs are problem solvers, and the secret to their success lies in their ability to identify problems and find solutions. An entrepreneurial mindset challenges you to see problems as opportunities, helping you learn to solve problems for others as a viable path towards individual empowerment.

Chapter 3: Action – [Video Click Here](#) (1:04 minutes) - <https://www.youtube.com/watch?v=-HTz6z9kU4U> Entrepreneurs are action oriented, and they tend to focus their time and energy on things they can change rather than things they cannot. An entrepreneurial mindset ignites action, encouraging you to solve problems through active experimentation and collaboration.

Chapter 4: Knowledge – [Video Click Here](#) (1:04 minutes) - <https://www.youtube.com/watch?v=J2vDfAoGuH0> Our effort can only take us as far as our understanding. Entrepreneurs are self-directed, lifelong learners who understand the power of knowledge combined with effort. An entrepreneurial mindset fosters a self-directed approach to learning that encourages you to seek knowledge, think critically, and develop problem-solving skills.

Chapter 5: Wealth – [Video Click Here](#) (1:27 minutes) - https://www.youtube.com/watch?v=csL7Q_urFE Most people see work as an exchange of time for money. Entrepreneurs see it differently. The more problems an entrepreneur can solve, the more wealth an entrepreneur can amass. An entrepreneurial mindset helps you understand money to be a tool in service of creating value for others, and the creation of wealth enables you to take advantage of opportunities to solve more problems for more people.

Chapter 6: Brand – [Video Click Here](#) (1:41 minutes) - <https://www.youtube.com/watch?v=HVT0V9URQfg> Actions speak louder than words. Entrepreneurs are problem-solvers, and reliability is the key to their success. An entrepreneurial mindset helps you to be intentional about your actions and the way you carry yourself, influencing your brand and how other people view you.

Chapter 7: Community – [Video Click Here](#) (1:26 minutes) - <https://www.youtube.com/watch?v=QUQZ8uHGQWU> Entrepreneurs understand the power of positive influence, and they learn to surround themselves with others who have been where they intend to go. An entrepreneurial mindset understands the importance of creating an intentional community of positive influence, critical guidance, and diverse support.

Chapter 8: Persistence – [Video Click Here](#) (1:34 minutes) - <https://www.youtube.com/watch?v=-uzJTReMy-A> All successful entrepreneurs acknowledge the importance of hard work, determination, and perseverance. An entrepreneurial mindset helps you acknowledge that hard work is a normal and necessary part of achieving success, and it equips you to persist in the face of challenges, setbacks, and self-doubt.

THE ICE HOUSE OPPORTUNITY DISCOVERY CANVAS is a tool designed to guide students through the Opportunity Discovery Process which encourages students to think critically as they learn to identify and solve problems within uncertain circumstances.

The Opportunity Discovery Canvas is divided into three primary sections designed to guide students through the three distinct phases of the Opportunity Discovery Process. **Section one** encourages students to focus on the problem they intend to solve. **Section two** encourages students to consider possible solutions. **Section three** encourages students to think about how they might connect with others who may have the problem they intend to solve. Working in small groups, students are asked to document their assumptions or “best guesses” by addressing the questions within each of the canvas boxes. Once students document their assumptions in the appropriate boxes, they are expected to get out-of-the-building to test their assumptions by interviewing potential customers.



Ice House Opportunity Discovery Canvas

<p>1. Describe the problem you want to solve.</p> <ul style="list-style-type: none"> How did you encounter this problem or unmet need? Do other people have this problem? Why is this problem worth solving? 	<p>2. Describe the type of people who have this problem.</p> <ul style="list-style-type: none"> Describe the people that are most likely to have this problem? Think about age range, gender, areas of interest, profession, etc. Which of these potential “customers” can you most easily connect with? 	<p>3. How are they currently solving the problem?</p> <ul style="list-style-type: none"> Describe other solutions that are currently available? Why is the current solution inadequate? How important is this problem?
<p>4. Describe your proposed solution.</p> <ul style="list-style-type: none"> What is the single most important feature of your solution? What is the most effective way to demonstrate your idea? How will you know if others are interested in your solution? 	<p>5. How will your solution be different?</p> <ul style="list-style-type: none"> How does your idea better than existing solutions? Describe the key differences? How will you know if others value this improvement? 	<p>6. Will people pay for your solution?</p> <ul style="list-style-type: none"> Will people be willing to pay for your solution? How often will they need your solution? How will you know that your solution is valuable to others?
<p>7. How will potential customers know about your solution?</p> <ul style="list-style-type: none"> How can you find more people who may be interested in your solution? What methods of communication will you use to reach them? What message do you intend to convey? 	<p>8. How will potential customers purchase your solution?</p> <ul style="list-style-type: none"> How can you make it easy for your customers to purchase your solution? For example, through a retail store, online, door-to-door sales, etc. How are they currently accessing a solution? 	<p>9. Why will potential customers purchase your solution?</p> <ul style="list-style-type: none"> How will your customers know they can rely on you? How will you communicate this message explicitly? Why is this problem worth solving?