



Future Founders

 **Emma Finkbeiner**
Mac Melto
Alexa Ohm
Manny Salazar

AGENDA

Introduction

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Research Questions

Methodology

Primary Research Highlights

Insights

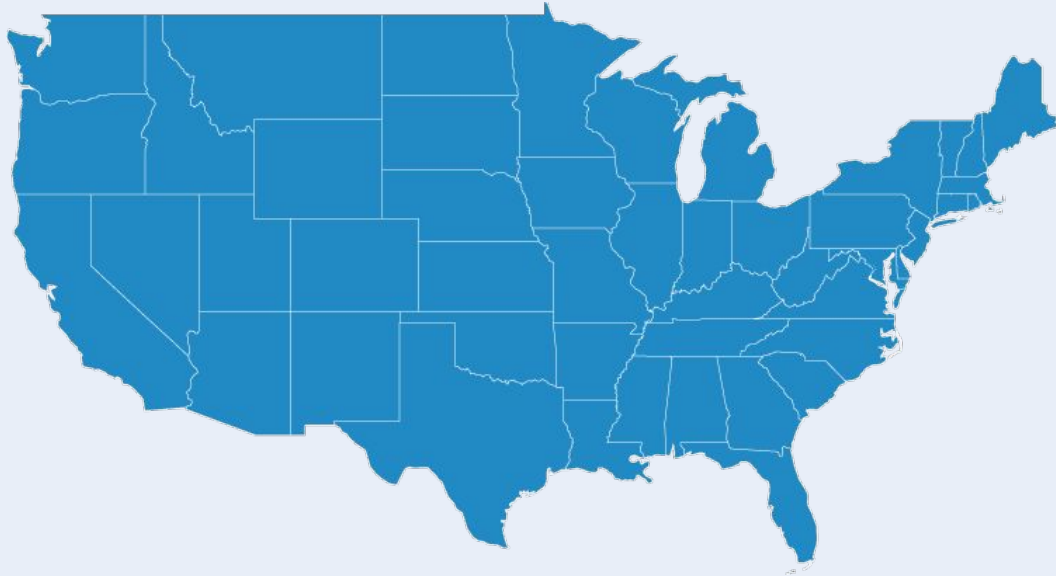
Business Recommendations

Summary

Contact Information



WHAT'S THE PROBLEM?



Low national awareness



Champion success more

HIGHLIGHTS

1. Future Founders highlights its programs in depth, but can improve the way it highlights the people involved.
2. Future Founders frequently posts content on all social media channels, but the content is not garnering enthusiastic engagement.
3. Media coverage is focused more on quantity over quality and hits are far apart.

“It is too good to be true,
but we make it true.”

SCOTT ISSEN

President & CEO



WEBSITE

Every youth can become an entrepreneur.

We offer age-appropriate and stage-appropriate programs to connect youth with mentors and help them build a toolkit of entrepreneurial skills. We believe this leads to a generation of more determined entrepreneurial thinkers and doers...youth who will build their own businesses, work for startups, or bring an entrepreneurial perspective to whatever they do.

Our programs change the conversation.

We focus on inspiring youth to create employment opportunities for themselves. Our work changes the conversation and instills confidence in our students that they do, in fact, have control of their own future.

We've served over 30,000 students from elementary school through college.

Our students are highly motivated and passionate about entrepreneurship or are open to exploring entrepreneurship and developing new skills. From Chicago Public Schools to universities across the Midwest, we immerse youth in experiences to empower them to become entrepreneurs.

We're entrepreneurs, too.

JOIN OUR MAILING LIST

SUBMIT

CONNECT WITH US



SECONDARY RESEARCH

SOCIAL MEDIA



SECONDARY RESEARCH

MEDIA EXPOSURE

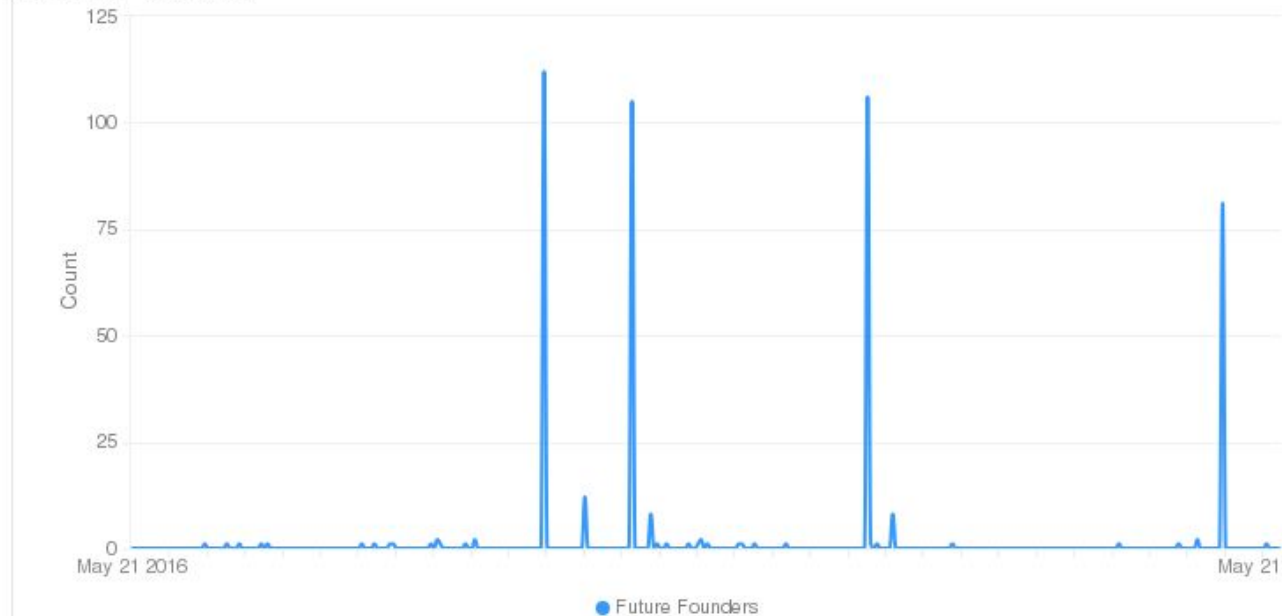


Analyze

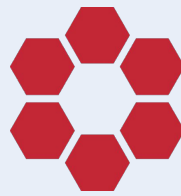
May 21, 2016 - May 21, 2017

Media Exposure

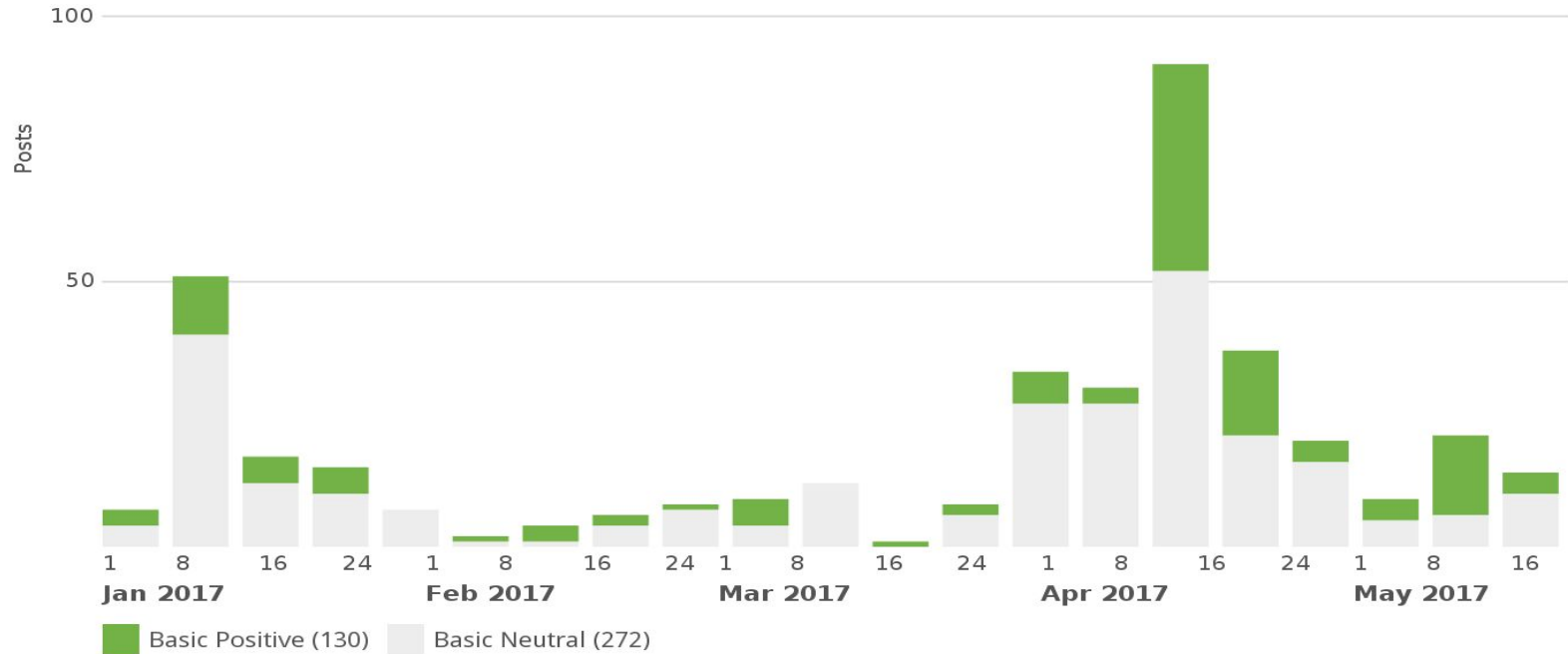
May 21, 2016 - May 21, 2017



TWITTER ENGAGEMENT



Crimson Hexagon



Future Founders Twitter Handle — Volume of Posts (Basic Sentiment) from 12/23/16 to 5/27/17



RESEARCH QUESTIONS

1. How do we position Future Founders nationally as a leading organization for collegiate entrepreneurs, while balancing our Chicago community focus?
2. What strategies are Future Founders employing to recruit the highest potential talent and what tactics can it employ to better promote their current student entrepreneurs?

METHODOLOGY

- 9 online surveys completed by Fellows
- 3 in-depth Fellow interviews
- 2 staff interviews with Katie & Ethan



HIGHLIGHTS

1. Participants value building relationships with peer groups and professionals.
2. Future Founders helps students in Discover, Ignite and Startup programs build skills that result in a well-rounded entrepreneur.
3. Fellowship participants are highly satisfied with their experience.

SPONSORS



PRESENTING SPONSORS



MOTOROLA SOLUTIONS
FOUNDATION



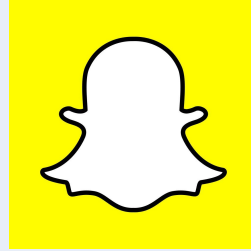
MEDIA HABITS



100%



89%



79%



67%



44%



22%



0%

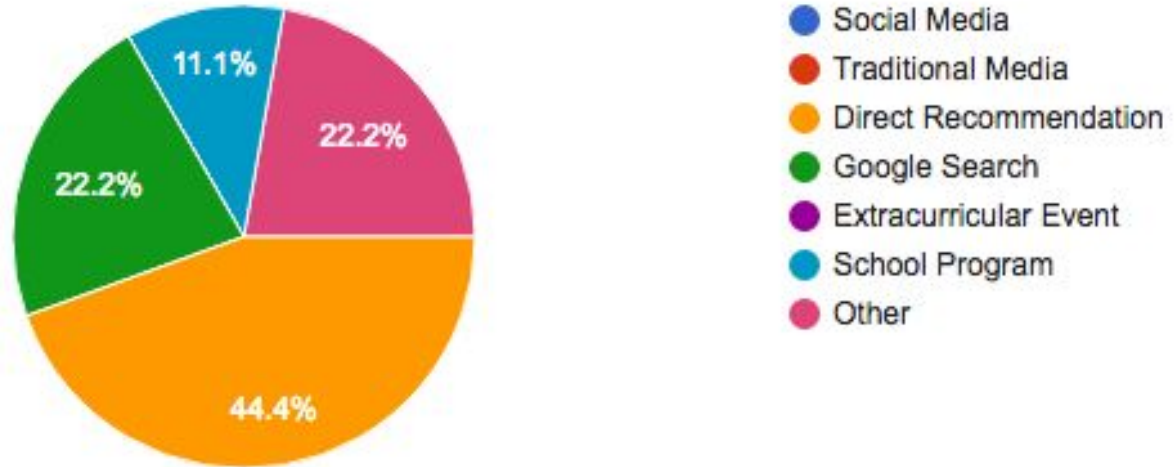


Future Founders

FUTURE FOUNDERS

How did you discover the Future Founders organization?

9 responses



FUTURE FOUNDERS

If you participated in the Fellowship program, what was your favorite part about the Fellowship program?

7 responses

The peer group

My favorite part of the fellowship was the cohort retreats where we bonded and help each others businesses.

Network of interesting and like minded peers

the people!

The fellows

Emotional intelligence course and being around like-minded people.

Meeting the other fellows in Chicago

FUTURE FOUNDERS

If you participated in the Fellowship program, how likely are you to recommend it to someone else?

100%

responded that they are highly likely to recommend the program.

PRIMARY RESEARCH

FELLOW INTERVIEWS



Name: Vinesh Kannan

University: Illinois Institute of Technology

Location: Chicago, IL

Business: Omnipointment

What is it? Omnipointment is the tool of choice for group projects, student organizations and service projects.

How has Future Founders helped support your business? I might even have shut down the company if not for Future Founders. The continued support and encouragement and knowing Katie and Ethan believe in me pushed me over failures and demotivation from other business people.



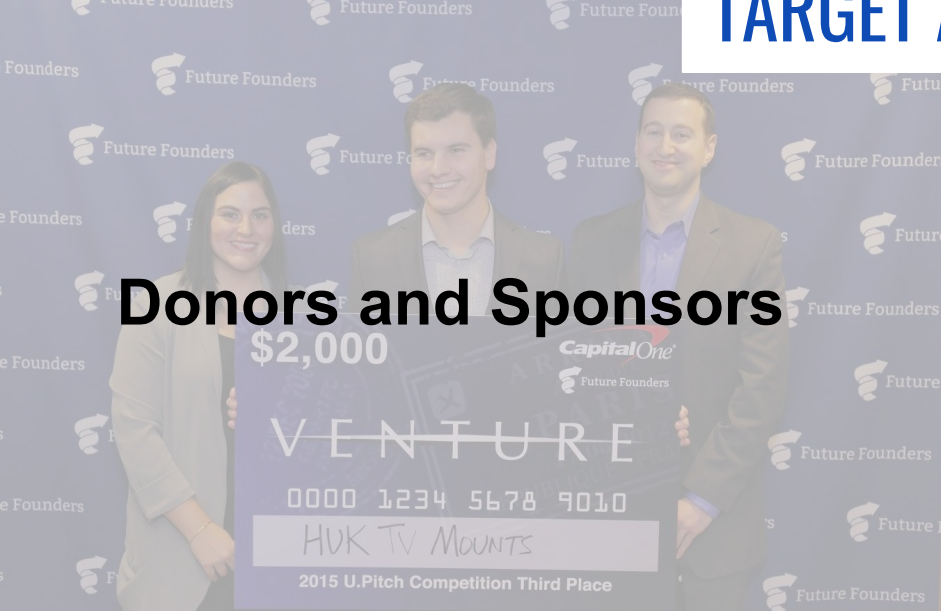


Discover/Ignite:
Chicagoland Schools and
Students



Startup: Top Talent in
Chicago and Across the
Nation

TARGET AUDIENCE



Donors and Sponsors

\$2,000

Capital One

VENTURE

0000 1234 5678 9010

HVK TV MOUNTS

2015 U.Pitch Competition Third Place



Entrepreneurial Community



ENTREPRENEURSHIP IS ABOUT PEOPLE.





RECOMMENDATIONS

Storytelling
Media Relations
National Scaling

STORYTELLING

- Branded cohorts
- Social media/website strategy
- Participant spotlights

BRANDED COHORTS

lyft



airbnb



Future Founders

Nonprofit Organization Management • 347 Followers

New on the blog! Future Founders Manager of Startup Development Ethan Adams talks about embracing failure as a startup.

"At the end of the day, failure of any scale or magnitude becomes a metric and driver for your own personal leadership, adaptability, and stamina. If you have these things, you will be able to take each failure in stride and leverage it to your advantage."



Taking Advantage of Failure: How to Make the Most of Startup Setbacks
futurefounders.com



Future Founders

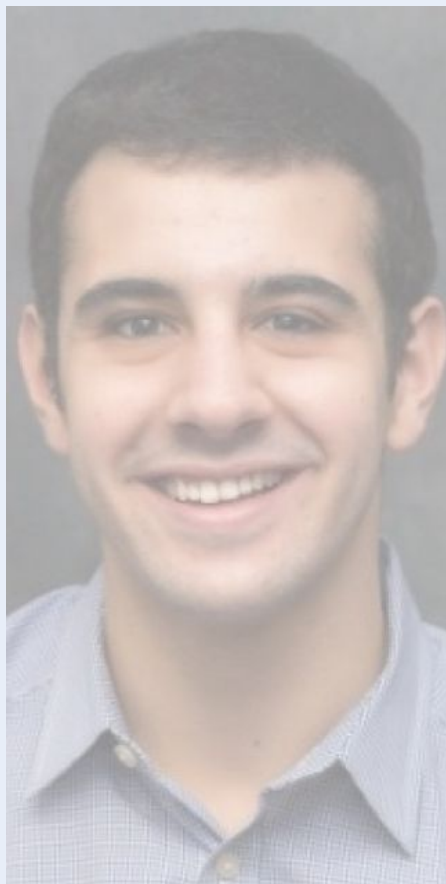
Nonprofit Organization Management • 347 Followers

Grants like these are crucial to Future Founders' ability to offer entrepreneurship resources and support in Chicago and across the nation!

This \$125,000 grant will be used to implement a program that fosters the development of millennial businesses from communities of color, women, veterans and immigrants. Read more here:



8 Chicago Groups Land \$1 Million In Grants To Spur Entrepreneurship
dnainfo.com



“My confidence as
an entrepreneur
comes from peer
group feedback
and Future
Founders staff
feedback.”

BEN WEISS
2017 FELLOW



“My entrepreneurial
[Future Founders]
family understands the
complexities of how to
run your own business.
From accounting to
mental health and
freaking out, people are
always there to support
and guide you.”

JOSH DOERING
2016 FELLOW
2015 U.PITCH WINNER



Future Founders

MEDIA RELATIONS STRATEGY

- Establish key messages
- Pitch to college publications
- Pitch to strategic reporters and influencers
- Hire a communications intern

KEY MESSAGES

Future Founders builds relationships between young entrepreneurs and their peers as well as with the professional entrepreneurship community.

Future Founders provides age-appropriate and stage-appropriate training and resources that lead to well-rounded entrepreneurs.

Future Founders Fellows are making an impact by creating jobs, raising capital and building revenue.

TARGET PUBLICATIONS

Entrepreneur[®]
MAGAZINE

LOYOLA  PHOENIX

The DEPAULIA

Inc.

FAST COMPANY

CRAIN'S
CHICAGO BUSINESS.

The Chicago Maroon

CHICAGO
BUSINESS JOURNAL

The Daily Northwestern

NORTHWESTERN AND EVANSTON'S ONLY DAILY NEWS SOURCE SINCE 1881

 Future Founders

MEDIA RELATIONS

Entrepreneurship of All Kinds

Profile

[Add this Contact](#)

Elizabeth Atwater

Managing Editor

Personal

eatwater@babson.edu

Work

(781) 235-1200

Work

231 Forest Street
Babson Park, Massachusetts 02457
United States

Beats

Entrepreneurship, Higher education, Student interest, Business (general)

Roles

Managing Editor

Built In Chicago

Andreas Rekdal

Staff Writer

Personal

andreas@bultin.com

Work

444 North Wells Street
Chicago, Illinois 60654
United States

Beats

Entrepreneurship, Computer industry, Gadgets

Roles

Staff Writer

Influencer Lists

[Add Andreas to a list](#)

Description

Andreas Rekdal is a staff writer for Built in Chicago. Previously he was a reporter for Studvest and a technical writer for Emetra AS. He attended Concordia University.

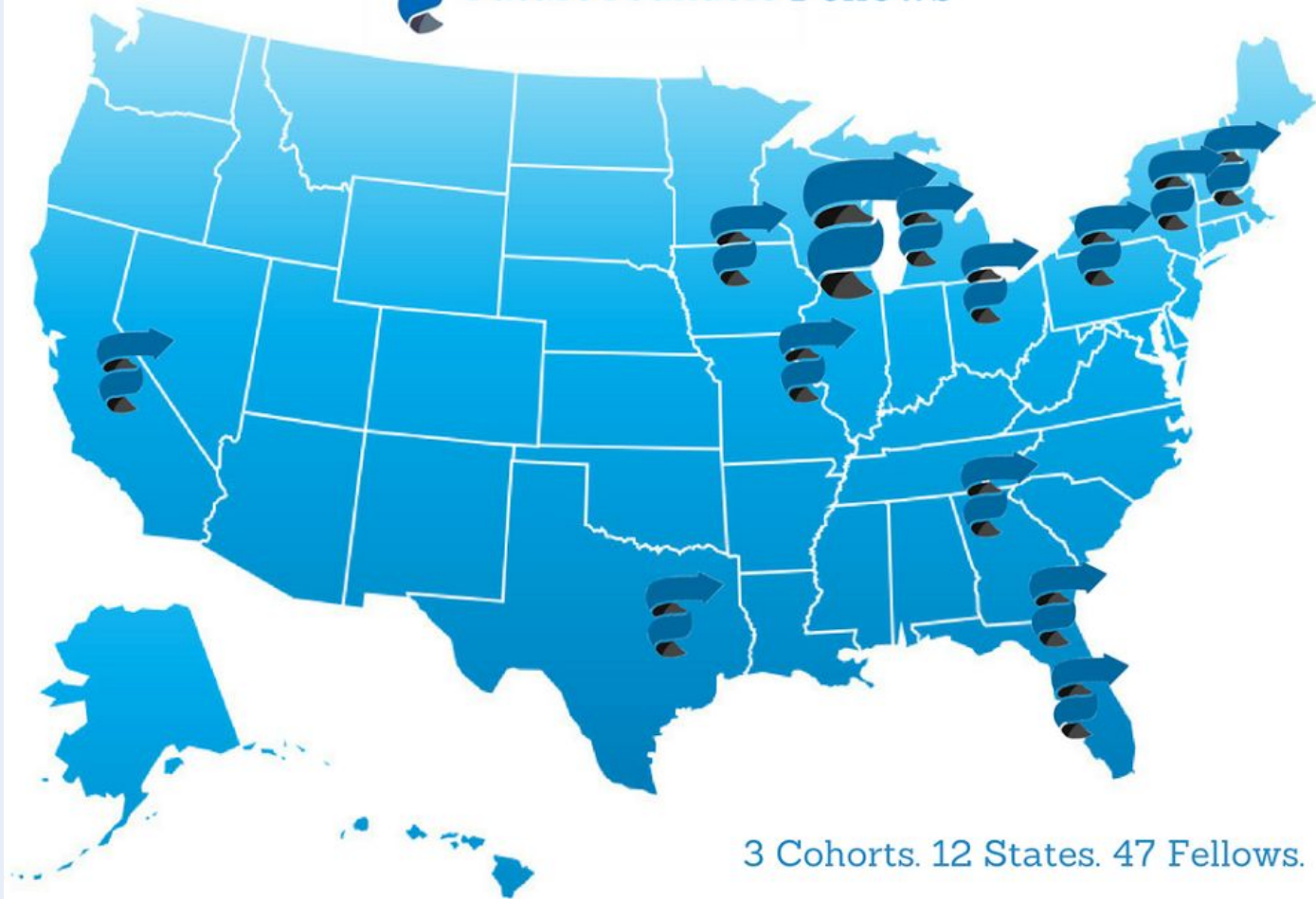
SCALING NATIONALLY

“There was a limited number of upperclassmen to look up to and they were all engaged with Future Founders which gave the organization automatic ethos to me.”

Vinesh Kannan, 2017 Future Founders Fellow



Future Founders Fellows



3 Cohorts. 12 States. 47 Fellows.

SUMMARY



Emma Finkbeiner
emfinky@gmail.com



Mac Melto
macmelto@gmail.com



Alexa Ohm
aohm1893@gmail.com



Manny Salazar
esalazar013@gmail.com



THANK YOU!