

# IMPACT REPORT - FALL 2019

## NEW BRUNSWICK

CREATING A CENTRE OF EXCELLENCE



**POWER PLAY** **YOUNG**  
ENTREPRENEURS®

# Message from Executive Director

Creating a culture of innovation will help Canada build competitive advantage in a rapidly changing global economy. A key part of this is empowering our youth with the tools they need to tackle complex challenges and make a positive difference in the world.

PowerPlay Young Entrepreneurs is proud to support FutureReadyNB and the great work that is happening in New Brunswick.

Our charity has been working closely with school districts and local communities to customize solutions for helping young people develop an entrepreneurial mindset. We have been deeply impressed with the vision of the various stakeholders, including our sponsors, industry and education professionals.

This report highlights some of the successes that we have seen this year. The creativity of students and the dedication and ingenuity of teachers and district staff have been truly inspirational.

Bill Roche  
Co-founder and Executive Director  
PowerPlay Young Entrepreneurs



***A recent study by Dell Technologies reports that 85% of the jobs that will exist in 2030 have not been invented yet.***

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## OUR CHARITY

PowerPlay Young Entrepreneurs<sup>®1</sup> is a registered charity with a mandate to help young Canadians develop an entrepreneurial mindset by starting their own business ventures. Their highly engaging experiential learning program is facilitated by classroom teachers and has strong curriculum connections. Students are empowered to take charge of their learning, stretch their capabilities and explore new ways of thinking.

## OUR PROGRAM

With PowerPlay Young Entrepreneurs<sup>®</sup>, students have fun exploring the world of business. They develop products, business plans and marketing materials and then showcase their achievements and earn real money at an exciting event called the “Young Entrepreneur Show.” They also learn about social responsibility by donating a portion of their profits to a charity of their choice.

## KEY FEATURES

### Design Thinking



Use prototyping & market research to create products.

### Business Plans



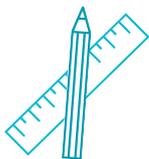
Prepare professional business plans.

### Financial Literacy



Get real loans & earn/manage real money.

### Marketing Strategy



Design sales table, displays & advertisements.

### Showcase Event



Interact with customers and make real sales.

### Social Responsibility



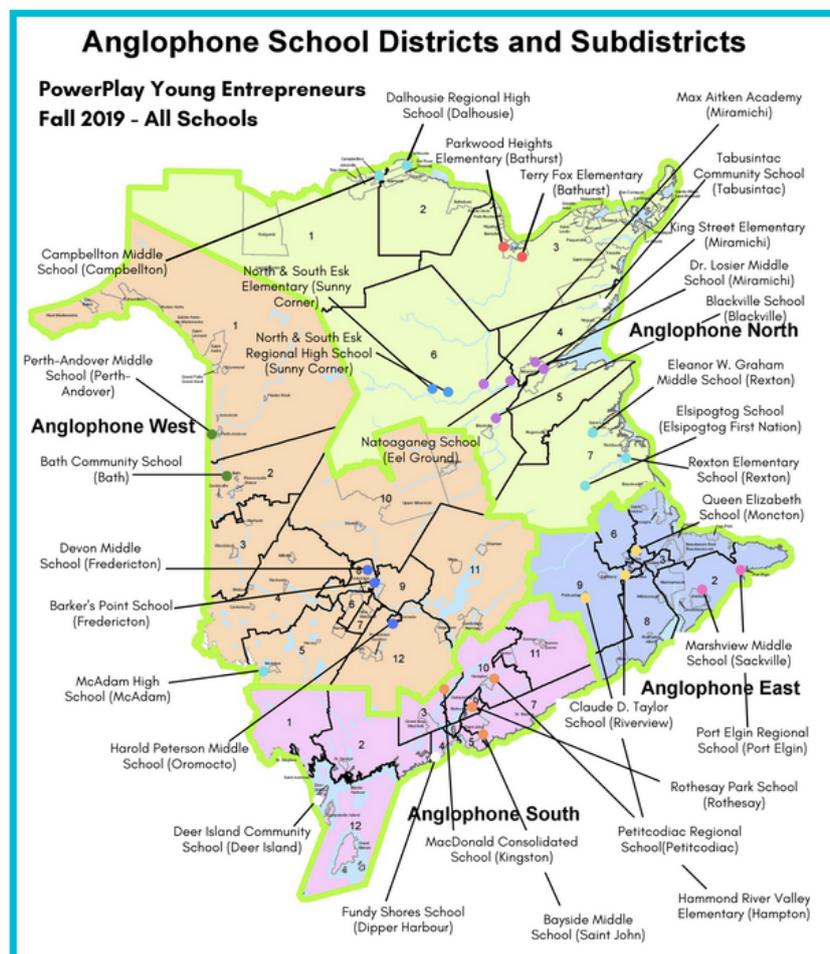
Donate a portion of profits to charity.

<sup>1</sup>The charity's official name is Young Entrepreneurs of Canada Association.

# OUR NEW BRUNSWICK CHAPTER

In 2018, the Department of Education and Early Childhood Development (EECD) invited PowerPlay Young Entrepreneurs to lead an introductory project in New Brunswick's Anglophone Districts<sup>2</sup>. Educators were very pleased with the engagement level of students (all types of learners), ease of implementation and strong curriculum connections. With the support of iHub Learning Inc., the program was expanded to reach over 100 classes during the 2018/19 school year.

An expansion project is now being implemented in the four Anglophone school districts, thanks to funders which include iHub, Atlantic Canada Opportunities Agency (ACOA) and the Government of New Brunswick. The project goals are to build teacher capacity, provide extended learning opportunities for students and forge connections between young people and their communities.



*In New Brunswick, we believe that people are our most important natural resource - every child needs to reach their potential. PowerPlay is a very progressive approach to learning that provides students with a personalized and entrepreneurial education, which is critical to increase engagement. This program is a great model for the way we should be teaching our kids in 2020.*

**- Chris Treadwell, Assistant Deputy Minister of Education and Early Childhood Development (Anglophone Sector)**

<sup>2</sup> The PowerPlay Young Entrepreneurs school program has been running in Canada for 20 years and has already reached over 70,000 students. This was the first time it was offered in New Brunswick.

# ALIGNMENT TO NEW BRUNSWICK EDUCATION

PowerPlay aligns with the **FutureReadyNB** initiative and the province’s **Green Paper on Education in New Brunswick**. The program makes it easy for teachers to integrate personalized and experiential learning into their classrooms. Students discover practical success strategies that relate to the future of work and develop foundational skills (critical and creative thinking, collaboration, oral and written communication, etc.) that can be applied to all areas of life. PowerPlay helps build a foundation that prepares students for secondary and postsecondary education.

## STUART MURRAY, COMMUNITY COORDINATOR

After running the program with his students at Riverview Middle School in ASD-E during the 2018/2019 school year, Stuart Murray wanted to get more involved with PowerPlay. In September 2019, he took on the role of PowerPlay Community Coordinator and is now responsible for overseeing program implementation in New Brunswick. His primary focus is supporting teachers and connecting schools with the community.



*“PowerPlay Young Entrepreneurs is an incredibly powerful tool with this paradigm shift that is going on in education. It is a concrete and solid model of how to shift to project-based learning where kids become the drivers of their learning. And that’s incredibly powerful for kids. I am excited to support teachers and students in implementing PowerPlay in their classrooms.”*

**- Stuart Murray, Community Coordinator**

While PowerPlay Young Entrepreneurs works closely with all the Anglophone school districts, one of the project goals was to support ASD-N in becoming a Centre of Excellence for PowerPlay in Canada. This would enable the charity to create additional program features that could later be applied to other districts. With that in mind, **this report features the activities in Anglophone North School District during Fall 2019.**



## SETTING THE BAR HIGH IN ASD-N

At the beginning of the 2019/2020 school year, ASD-N Superintendent Mark Donovan set a target for PowerPlay Young Entrepreneurs to reach 100% of the middle schools in his district. Noting that PowerPlay's personalized learning approach aligns with the district's priorities, he encouraged teachers to participate in the program.

Stuart Murray has collaborated with district leads and held information sessions for educators to customize solutions to meet this goal. The leads have identified ways to integrate the program in a cross-curricular context with an emphasis on technology integration and the development of global competencies. The district has also worked with PowerPlay to create curriculum tables to support implementation.

As of December 31, 2019, 88% of ASD-N middle schools have already participated or signed up to implement the program this year.



*"PowerPlay Young Entrepreneurs opens the doors for kids to express themselves in ways that would not be possible in a traditional classroom setting. Students can follow their passions, pursue their dreams, take risks and so much more. It's hands on, experiential learning that I don't think we can do enough of in our schools."*

**- Mark Donovan, Superintendent of Anglophone North School District**

### Thank you to the District Leads:

**Adam Hayward**, Technology/Cross Curricular Lead

**Rob Lehnert**, Program Director at ASD-N ICE Centre

**Jamie O'Toole**, Subject Area Coordinator for Science, Technology and Skilled Trades

**Meaghan Wilbur**, Numeracy/Cross-Curricular Lead

**Craig Duplessie**, Technology Lead

**Matthew Swezey**, Subject Coordinator – First Nations



# SPARKING THE ENTREPRENEURIAL SPIRIT

Anglophone North School District consists of many rural communities spread across a vast geographic area. Educators in ASD-N place an emphasis on inspiring young people to be innovative and entrepreneurial citizens that are passionate about the communities they live in.

With the hope of sparking joy and creativity in their students, several teachers at Dalhousie Regional School decided to take on the PowerPlay project and were delighted with the results. One of the students, Iris Turpin-Simonson, had a wonderful time designing a new shower jelly. Iris was initially nervous about the Young Entrepreneur Show, but ended up having a great time interacting with customers and left the show with a profit. "I 'cracked out of my shell' and was able to experience new things and live life more fully," she said.

Another Dalhousie student, Taylor Reece, sold hand painted art on beautiful pieces of wood. Reflecting on the program, she commented, "PowerPlay teaches me more about skills I will need and use later on in life - communication with friends and strangers, money management, creative thinking, problem-solving and an entrepreneurial mindset. The project felt real and meaningful... I loved it!"



## OUR REACH IN ASD-N (FALL 2019)



**807 student business ventures started**



**2,391 other students impacted**



**\$2,900 donated (estimate)**



**872 Connections with Community members**

## PERSONALIZATION AT MAX AITKEN ACADEMY

Last year, teachers at Max Aitken Academy ran PowerPlay with their grade 6 classes. The response was so successful that this fall, the teaching team decided to offer it to their entire middle school. For their showcase, the gymnasium was transformed into a marketplace with close to 180 students selling their quality products. Each young entrepreneur had a beautiful display and thoughtful business plan. Hundreds of community members came by throughout the day, contributing to roughly \$6,000 in sales, of which \$600 was donated to local charities.



Grade 6 student Chris Milson expressed that he often felt disengaged in school and initially wasn't excited about PowerPlay. "When the project first started I thought, 'Oh man, I have to make something!'" Things started to change for him once he came up with a product concept. "It was tough getting started," he said, "but then I found an idea and dove into it... I was hooked!" As Chris continued developing his project idea, his engagement continued to skyrocket. "PowerPlay was the only thing I was looking forward to in my school day," he said. "I even turned my house into a factory."



## INCLUSIVITY IN ACTION

Another amazing aspect of PowerPlay is that it offers students of all abilities an opportunity to participate alongside their peers. Ethan Prince, a grade 6 student with autism spectrum disorder, was able to create his own bubble business, called Poppin' Prince Bubbles. With support from his educational assistant Gail, Ethan carefully crafted his special recipe and worked hard to type his own business plan. "Normally it is difficult for Ethan to work with the rest of his class," commented Gail. "This project really helped integrate him with his classmates. It's a great tool for inclusive learning."

As Ethan was not comfortable with the noise and stimulation of the marketplace environment, grade 5 students Ben Perry and Grayson Wellwood offered to help. Ben and Grayson were beaming with pride and happy to sell as many of Ethan's bubbles as they could.

For Ben, the highlight was not about the sale, but rather the deeper insight he gained into his friend. "Ethan was giving his donations to the Miramichi Autism Resources Center and not SPCA like most of the others," he explained. "I never knew what autism meant... it gave me an opportunity to learn more about his life." Ben doesn't have any ideas for a product for next year, but he does know one thing: "I would like to give my profits from next year's sale to the Miramichi Autism Resources Center because they help Ethan."



## BUILDING ON SUCCESS

Grade 7 students Madison Fleiger and Reece Manderson both participated in PowerPlay last year and have been continuing to run their businesses ever since. Reece has continued her lava bead bracelet business for over a year now and recently reflected on the experience. "When I sold out



at the market last year, my grandparents told me since I worked so hard on my bracelets that they would share a piece of their market booth with me. I have been going to the Newcastle Farmers' Market almost every Friday ever since." Selling at the market has been a huge boost in confidence for Reece. "I am the only kid at the market selling a product. I'm surrounded by adults selling their stuff, which is pretty cool. I feel good about that."

Madison sold sugar scrubs last year and sold out. She decided to use the skills from her PowerPlay experience to design and launch a new product - custom scrunchies. She originally started selling her scrunchies on Facebook, but as their popularity increased, she decided to test her luck at the Chatham Farmers' Market. "On my first day I sold out. I was surprised because I didn't think many adults would buy my stuff. I had to go home and make a bunch more!"

Madison has noticed a lot of personal growth since launching her business. "When I started selling, I was really shy and it was hard to get out of my comfort zone. Now I'm much better at talking with people. I'm also way better at sewing and money management." With her added confidence and new skills, she stated, "I'm definitely going to keep going with my business. I might even start to branch out with new products sometime soon."



## EXTENDED LEARNING OPPORTUNITIES

A key goal this year is to create a continuum of learning for students to build on their PowerPlay experience. In addition to interacting with volunteers and mentors in the classroom, a range of unique opportunities have been created for PowerPlay alumni to further develop their skills outside of school. These enriching activities include pitch competitions, keynote talks, team challenges and one-on-one and small-group mentorship. As a result, students are experiencing increased confidence, higher aspirations and a deeper sense of purpose.

*"PowerPlay taught me to take risks and to have more confidence in my abilities to do something different. I will definitely be more creative in future projects."*

**- Iris Turpin-Simonson, Grade 8 student at Dalhousie Regional**



## STUDENT AMBASSADORS

The Student Ambassador program is designed to help students take their business and leadership skills to the next level. Student Ambassadors can receive mentorship and guidance from the PowerPlay team and professional entrepreneurs. This leadership role is a great opportunity for students to support other young entrepreneurs and build connections with members of the business community.

A grade 8 student from Blackville School, Stephen has been a PowerPlay Student Ambassador since completing the program last year. He has also launched his own business podcast where he interviews local entrepreneurs who share their stories and strategies. He recently attended the Max Aitken Academy Young Entrepreneur Show to speak to students about their experiences starting their own businesses.



## BREAKING DOWN AGE BARRIERS

Chloe Curtis, another grade 8 student at Blackville School and a PowerPlay Student Ambassador, started her business, Legit Lip Bombs, as part of her PowerPlay project last year. Since that time, she has come up with innovative ways to build her business, including conducting a case study to gather more market data and customize her products. Recently, she traveled to Miramichi to present her business idea to high school students at the ICE Center and get their feedback, support and mentorship. This is just one example of how PowerPlay students are building on their experience by effectively utilizing resources from the community.

Chloe's story came full circle when Aisha Emran, a grade 12 student working with the ASDN ICE Center, shared her course reflection, "Chloe Curtis of Chloe's Legit Lip Balm has impacted my viewpoint of my business the most. She had many doubts about her business yet now she is successful. Her visit to our classroom has made me feel more confident in my ability to start a business because all entrepreneurs have doubts sometimes. I have learned to embrace my challenges and learn from them to be more successful in the future. Chloe has made so many sales in the past year and is continuing to grow as an entrepreneur. I hope to have the same outcome as her."

*"PowerPlay has opened a new world of possibilities for me! I never thought that I would be running my own business in middle school. I am learning so much about being an entrepreneur and I love helping other students get started."*

*- Chloe Curtis , Grade 8 student at Blackville School*



## BUILDING TEACHER CAPACITY

To prepare students to be change makers and community leaders, New Brunswick schools are shifting towards personalized and experiential learning. PowerPlay understands how transitioning to more student-directed teaching methodologies can be very challenging for teachers and is committed to providing practical tools with meaningful results.

Donna Webb from Dalhousie Regional School wanted her students to have the chance to do something different with PowerPlay, but was hesitant about diving into the unknown. She was pleasantly surprised by the ease of implementation. "PowerPlay Young Entrepreneurs was a teacher's dream," she said. "It was so easy to follow with lesson plans and resources and I loved the visual with the videos. It allowed my students to be creative and innovative. It supported their individual needs and provided them the opportunity to discover skills they didn't even know they had."

Sherry Munn, a teacher at Dr. Losier Middle School, loved how PowerPlay brought the curriculum to life and enabled students to tap into their strengths. "This program offers ample opportunity for cross-curricular integration," she shared. "Students get to showcase talents and creativity that might not otherwise be called upon in the school setting."

Sherry also valued the way the program enabled her to connect more with students. "I was able to build and deepen relationships with students who typically are 'hard to reach'. I had an opportunity to give genuine praise for extraordinary achievement to students who are not always 'stars' in more traditional academic tasks. It may inspire some students to see themselves as creative and capable and open them up to thinking of themselves as future business owners and employers."

*"We've been doing project-based learning for a couple years now. After trying PowerPlay for the first time, we started applying the principles to do other projects in the classroom. Since then, there has been a noticeable increase in the level of engagement that we have experienced from the students."*

**- Laura Perry, Max Aitken Academy**



Teachers were also impressed with how the program helped make regular subjects more relevant. "Multiple literacy outcomes were so easy to achieve," commented teacher Kendra Breau of Tabusintac Community School. "I loved to see all students included in the conversations and that they learned to give and receive meaningful feedback." Kendra also appreciated that her students were able to develop financial literacy skills. She said, "PowerPlay Young Entrepreneurs offers a practical context on why they learn certain things in math. The real-world connections make learning meaningful."

# PROFESSIONAL LEARNING & COLLABORATION

PowerPlay Young Entrepreneurs is actively supporting ASD-N teachers that are interested in project-based and experiential learning. The project is building teacher capacity by offering professional development opportunities, train-the-trainer workshops and teacher dinners.

PowerPlay's professional learning workshops equip teachers with tools that strengthen their understanding of project-based learning, financial literacy and entrepreneurship education. The "Train-the-Trainer" workshops empower local educators to become PowerPlay leads and train other teachers. Additionally, PowerPlay's Teacher Dinners provide an opportunity for teachers to connect with each other and discuss best practices in experiential learning.



## NETWORKING OPPORTUNITIES

The response to these events has been overwhelmingly positive. Teachers from different schools throughout the district have come together and shared their PowerPlay experiences with each other. This has enhanced student learning and resulted in many new collaborations.

Teachers at Dr. Losier Middle School recently worked with educators at North and South Esk Regional High School to provide an authentic French language experience for their students. The schools are both situated in rural areas where there are limited real-world opportunities for students to converse in French. The teachers combined their Young Entrepreneurs Showcase events to allow their French Immersion students to interact and share their entrepreneurial ideas with each other in French. The students even created posters in both languages.

*"The opportunity to meet other educators running PowerPlay has been extremely beneficial and has allowed us to bring forward higher impact initiatives. Combining the two showcases provided our students with a valuable and authentic language learning experience, especially in a rural demographic such as ours."*

**- Krista Cabel,  
Dr. Losier Middle School**



## ALIGNMENT WITH FUTURE READY WABANAKI

First Nations schools in ASD-N have also been participating in the PowerPlay Young Entrepreneurs program. The charity is working closely with teachers and district staff to customize additional supports related to student engagement for Indigenous students as they move through the project. When one student was asked about their experience with the program, she said "I realized that I can be more creative than I thought. I was worried at first, but ended up enjoying the whole experience - it was a lot of fun!" This aligns with the FutureReady Wabanaki initiative by helping students develop practical life skills that better equip them for the dynamic future of work.

With the PowerPlay project, students can also explore their Indigenous heritage and create products that are culturally meaningful to them. Elders and other community members are being invited into participating classrooms to talk about First Nations principles and cultural practices. The PowerPlay project complements Indigenous values and teaches students about social responsibility, teamwork and caring for each other and society.

**"PowerPlay Young Entrepreneurs instills qualities like compassion, empathy and social responsibility among students, which aligns and reinforces the values and teachings of First Nations people. Teachers have found this feature relatable when integrating this program in an Indigenous educational context." - Matthew Swezey, Subject Coordinator – First Nations ASD-N**



### Celebrating Success:

Shalyn Ward, a former student from Natoaganeg School in Eel Ground, returned to mentor their middle school students that were participating in PowerPlay. She maintains a strong connection to her Indigenous heritage and it is important for her to give back to her community. Shalyn, working under the guidance of Rob Lehnert at the ICE Centre in Miramichi, mentored younger students and inspired them to build businesses while exploring traditional cultural practices. She received high school credits for her work with PowerPlay students that will go towards pursuing higher education.

*"I loved seeing the students rally together to support one another. Although making a profit was a motivator for them, they were even more concerned about making sure no one was left behind. They helped one another when it was 'crunch time' to ensure they all had completed products to sell. The students learned valuable lessons that they can apply to all aspects of life."*

**- Jennifer McEachern,  
Teacher at Natoaganeg School**

# BRINGING THE COMMUNITY TOGETHER

## YOUNG ENTREPRENEUR SHOWS

In November and December 2019, a series of Young Entrepreneur Showcase events took place throughout ASD-N with 12 schools opening their doors to the public. The students' efforts generated a lot of excitement and support from community members, including business professionals and community leaders. Some of them volunteered as judges at the showcases to help select standout students to participate in future events.



*"Traditionally we have focused on attracting big businesses to the region, however we now recognize that local businesses have a better impact on our economy. PowerPlay is a great tool to help prepare young kids to be the entrepreneurs and leaders of tomorrow."*

**Claude Schofield, Economic Development Officer, ACOA**

## MINDSET MATTERS SCREENINGS



In 2017, the impact of PowerPlay Young Entrepreneurs was captured in a documentary called "Mindset Matters." The film follows a grade 6/7 class in Surrey, British Columbia as they moved through the program, highlighting the engagement of students that are not always successful in regular classroom environments. It also demonstrates the power of the young mind and how guiding young people to be entrepreneurial and innovative helps them solve complex problems and become the leaders of tomorrow.

A total of eight screenings have happened this year across ASD-N. This has proven to be a great way to establish community connections and inspire youth to cultivate an entrepreneurial mindset. The screenings have also been a powerful way to spark dialogue between students, educators and other community members about relevant topics.

*"I showed the documentary to my class after our project reveal to give them a sense of what the next couple of months would look like. They were hooked by the diverse experiences of the students featured in the film, and it helped us start a conversation about the varied real-world skills they would gain by being a part of PowerPlay."*

**- Rachael Bell, Teacher at Max Aitken Academy**

# COMMUNITY CONNECTIONS

## WORKSHOP SERIES

The PowerPlay Workshop Series is a project organized by ASD-N and PowerPlay Young Entrepreneurs. This series is designed for students in grades 6-12 who are interested in growing their businesses. Each workshop will be open to 40 students and will have its own designated theme, including product design, building your brand and pitching your product. The skill-building sessions will provide an authentic means of teaching various aspects of running a business in an in-depth way. A key focus will be connecting students with community and business experts to prepare them for Pitchfest and Discover 2020 PowerPlay Marketplace, two special events that that will be held later this year.

*"We are excited to offer such real-world learning experiences to our students. This workshop series will give students practical tools and tips on how they can take their businesses to the next level. I am looking forward to working more with PowerPlay and offering more of such opportunities to our students."*

**- Rob Lehnert, Program Director at ASD-N ICE Center**

## MENTORSHIPS

As automation and emerging technologies transform many of today's jobs, we must ensure the rapid pace of change does not prevent young people from reaching their full potential. An effective way of empowering them for an uncertain future is by giving them exposure to strong role models that have tackled different obstacles and emerged as leaders in their fields. Our mentorships create a welcoming space for middle school students to receive feedback and guidance from accomplished professionals. This interaction teaches them about entrepreneurship, design thinking and problem-solving, while engaging them in a dialogue about building strategies for success.



*"PowerPlay Young Entrepreneurs is a great opportunity to teach youth how to work towards success and exceed the expectations of those who may not be willing to see the value in their work. I have enjoyed attending the Young Entrepreneur Showcases to see what these students have come up with and selecting a group of them to mentor."*

**- Vanessa McEvoy, Owner of The Yoga Block and Dooryard Co.**

## SPECIAL THANKS TO iHUB LEARNING INC.

Innovation Hub is a not-for-profit organization that collaborates with private and public sectors to provide monetary and in-kind support to innovative educational initiatives within the New Brunswick Anglophone public education system. Their vision is to develop a culture of innovation in education and encourage a process of social engagement and global competency to assist students in reaching their full potential.

PowerPlay Young Entrepreneurs has been one of the recipients of iHub's grant funding. iHub's support, experience and strong connections within the education community have been extremely helpful in the provincial rollout of the program.



*"PowerPlay is a really well-designed framework that provides students with the opportunity to express their passion. And for teachers, our research has shown that this program builds their capacity to offer personalized and experiential learning opportunities long after the program has finished. This is a highly professional tool to help build capacity for both students and teachers."*

*- Ross Leadbetter, CEO of iHub*





**PowerPlay National Contact:**

Bill Roche, Co-Founder & Executive Director  
604-538-0816 or 1-888-880-0816  
bill@powerplay4success.com

**PowerPlay Provincial Contact:**

Stuart Murray, Community Coordinator  
506-889-0065  
stuart@powerplay4success.com

Connect with us on: Facebook, Instagram & Twitter: @PowerPlayYE

Visit our website: [www.powerplay4success.com](http://www.powerplay4success.com)

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