

**bizworld.org<sup>®</sup>**

# **ANNUAL REPORT 2021**



# OUR **MISSION**

To EMPOWER students to become 21st-century thinkers by awakening their entrepreneurial spirit, INSPIRING them to become the architects of their futures, and giving them the CONFIDENCE to transform their world.

# WELCOME

Dear Friends,

In my 9 years at BizWorld I've had the privilege to work closely with hundreds of educators, community partners, and students from all over the country. I've seen firsthand how our programs transform students into leaders, problem solvers, and forward thinkers.

This past year we launched two cohorts of our Young Entrepreneur Success Program to further ensure that young people are supported and equipped to be the innovative leaders of our future. The YES! Program represents the pinnacle of the entrepreneurial pathway we have created since the inception of Bizworld 24 years ago.

Thanks to your support, to date we have been able to provide \$50,000 in seed funding to 8 companies, started by entrepreneurs as young as 16. These businesses not only continue to operate, but have been able to leverage the support they received to build new technology, launch new products, and grow their markets.

As we look to the future, we are committed to continuing to build an ecosystem that promotes entrepreneurship and leadership for generations to come.

**“Instilling an entrepreneurial mindset early allows us to expand the boundaries of education to prepare young people to recognize their value, seek opportunities for self-advocacy, and meet the demands of future societal needs.”**



**Charlene Vaca**  
**CEO, BizWorld.org**

# Our Impact

2020-2021 School Year

**623**

Classes  
Taught

**98%**

Classes improved  
their knowledge  
of business  
concepts

**16,343**

Students  
Reached

**84%**

Students improved  
knowledge of career  
options

**51%**

Classes in U.S. public  
schools are low to  
moderate income\*

\*Low to moderate income schools are defined as those where 40% or more of students qualify for free or reduced meals

**83%**

Businesses still  
operating after  
1 year\*

**22**

Businesses  
Accelerated

**99**

Mentors  
Participated

**43**

Young  
Entrepreneurs  
Participated

**80%**

from low to  
moderate income  
households

**81%**

BIPOC Owned  
Businesses

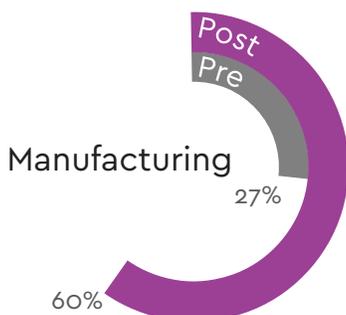
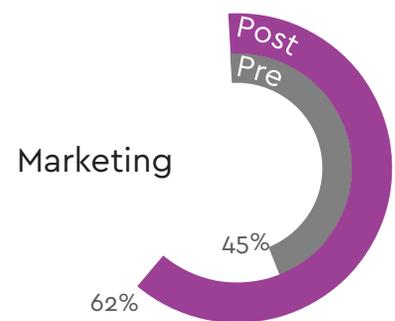
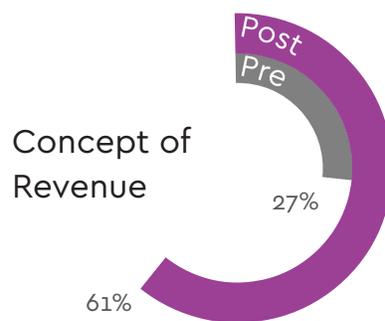
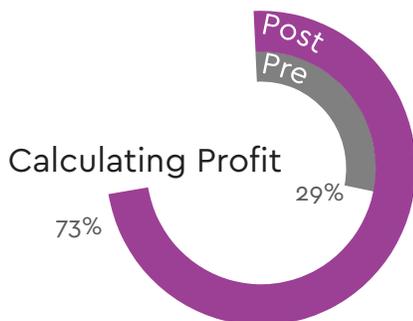
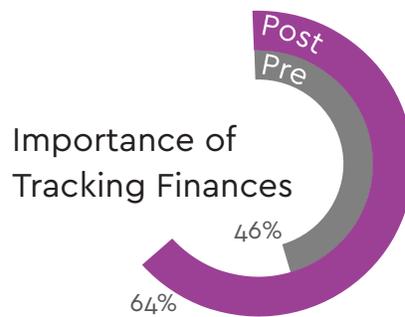
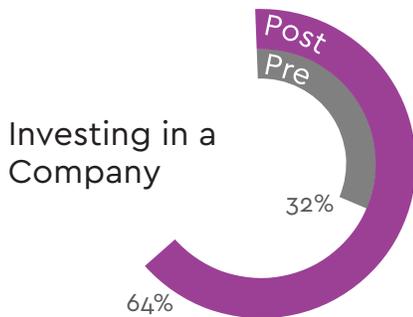
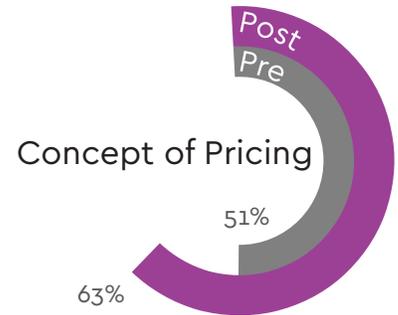
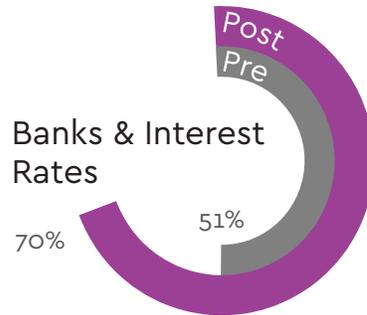
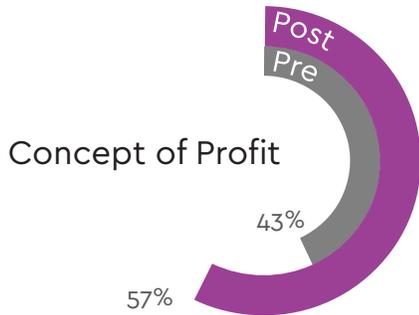
# Young Entrepreneur Success Program

Winter & Summer 2021 Cohorts

\*Based on 1 year post report from 2019 cohort

# Students Improve Their Knowledge of Business Concepts

Our pre- and post-assessment data shows that students who participated in BizWorld over the last 5 years significantly increased their knowledge about business, entrepreneurship, finance, and money management.

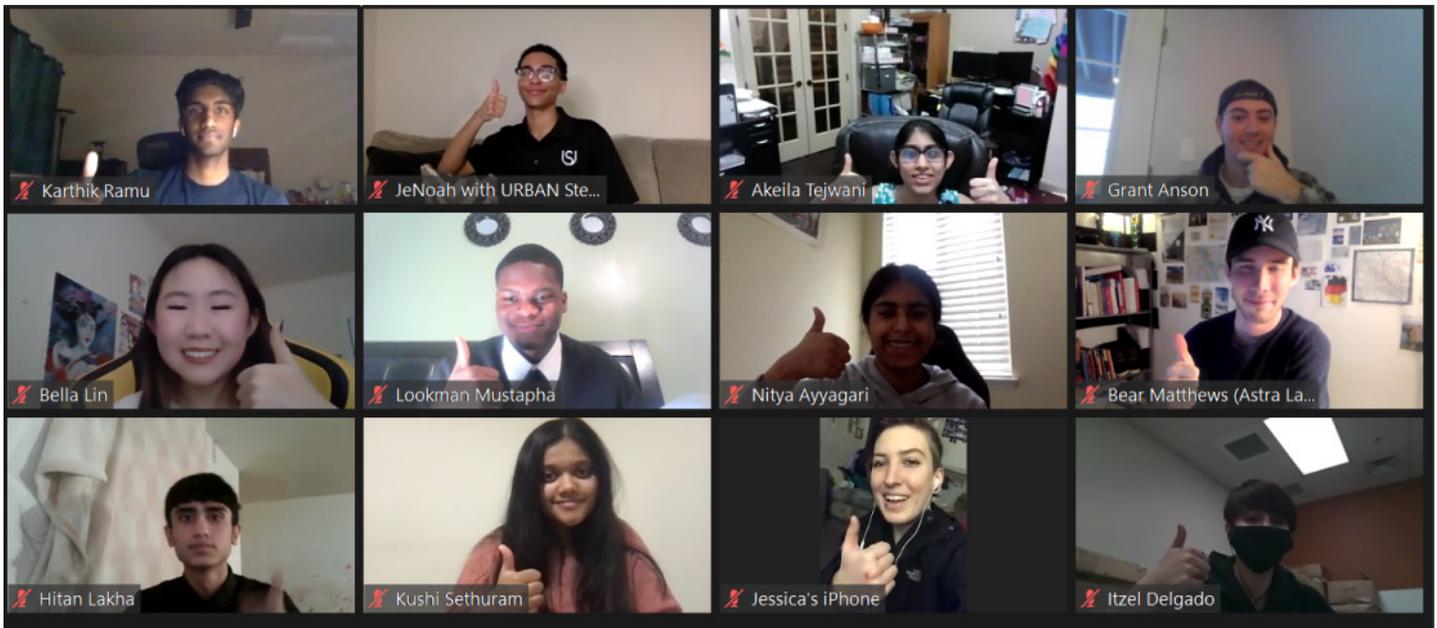


# Students Build 21st Century Skills

We measure the results of assessments from students' self-assessment of their own 21st century skills after completing BizWorld.org programs. These findings are consistent with a randomized field experiment conducted on 2,751 school children who participated in the BizWorld program in the Netherlands in 2012.\*



In 2021 we launched two cohorts, Winter and Summer, of our Young Entrepreneur Success Program (YES!). YES! helps high-potential youth aged 16-22 bridge the gap from entrepreneurial vision to business reality by providing the necessary tools and resources to create their own start-ups. Through our virtual 12-week program, YES! participants receive technical assistance, mentorship, networking opportunities, and access to capital to create thriving new enterprises.



**bizworld**.org

**Yes!**  
Young Entrepreneur Success



Global business experts act as mentors helping young entrepreneurs develop viable business plans through individual coaching and tailored workshops. All phases of the YES! program are free and inclusive of businesses from any industry or stage of development.

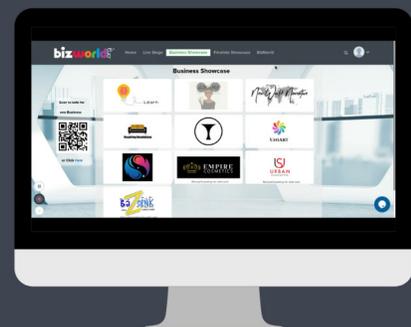
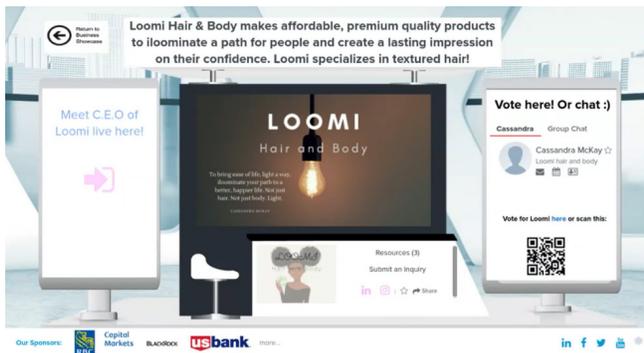
At the conclusion of each cohort the top businesses are selected to pitch at our YES! Demo Day for the opportunity to receive seed funding. In 2021, we awarded \$30,000 in funding to youth-run businesses with the help of a panel of expert judges including:

**Tim Draper**  
 Founder,  
 BizWorld.org,  
 Draper Associates  
 & Draper Venture  
 Network

**Erika Cramer**  
 Managing Member  
 & General Partner,  
 How Woman Invest

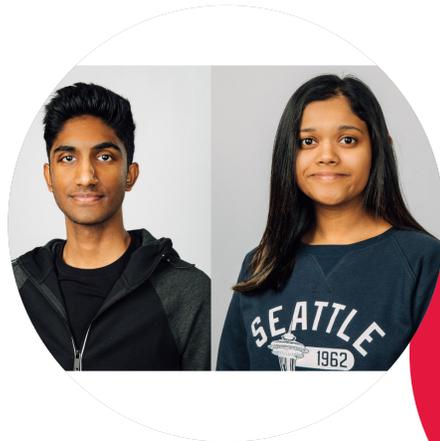
**Mergen Chuluun**  
 Managing Partner,  
 Exponential Partners  
 Founder, Growth  
 Summit Global

**Jared Yellin**  
 CEO & Co-Founder,  
 Project 10k



# 2021 Funded Companies

Amity Connections is a health-based technology company that offers a mobile platform that connects family members with the health of their elders by aggregating real-time health data from smart medical devices onto a single mobile platform.



**AmityConnections**  
Karthik (18), CEO  
Kushi (17), CEO



Her-Rah! 1st Bra was founded to help girls celebrate the milestone of buying their first bra by creating fun, exciting, and customizable first bra options!



**Her-Rah! 1st Bra**  
McKenna(16), Founder





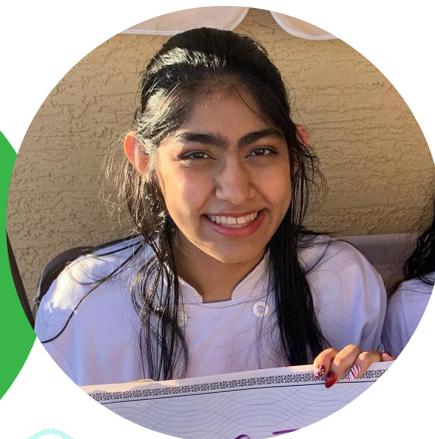
**Kiyner Corp**  
Kiyle (17), CEO

Kiyner Corp - owned by Kiyle Gardner - is a Florida startup trying to disrupt the baby pacifier market with an innovative multi-utility product (patent pending) that should transform the product category and its benefits and help establish a brand new revenue model for the industry with a potential to grow it by 20X.



**Doughkeeper**  
Nitya (16), Founder

Doughkeeper is a financial management app specifically designed for kids.



**Akki's Cupcakery**  
Akeila (16), CEO

Akki's Cupcakery & Tea is an online bakery that distributes freshly made Vegan, Keto, Paleo, and Gluten-free Cakes and Cupcakes using healthier organic ingredients.



# Our Alumni

"Being a part of the YES! program gave me the confidence to pursue my business", said John Ciocca. "Not only did I have access to some incredible mentors throughout the program, but I also had the continued support of the entire Bizworld community. After Demo Day, the seed funding allowed us to launch Purple, and I was beyond thrilled."

Since 2019, John Ciocca reports that his team has nearly doubled the number of youBelong users and has a 51% retention rate of members on his platform. After completing BizWorld's YES! program, he said, "We expanded to work on Purple so that we could successfully build financial products that enable people with disabilities to spend, save and invest for a better life."

Read the full case study [here](#) or by scanning this QR code:



**John Ciocca**  
Founder  
youBelong & Purple  
2019 YES! Alumni



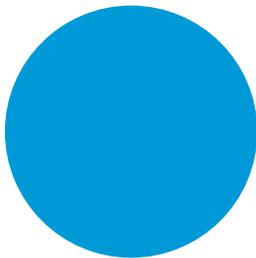
**Itzel Delgado**  
BaZoink  
2021 YES! Alumni



"I am in college right now and I am a junior. I'm getting a bachelor in business but I think during my business classes and my marketing classes, we go through the surface of a lot of terminology, and ways of doing things, but what I have really liked about what I have learned through the YES program, especially with talking with a lot of the professionals, is you're going into a much deeper level even than what I am getting in my

college classes... It's just really practical instead of just reading from a textbook. It's an experience I don't know how to attach a price tag to"

Hear more from Itzel [here](#) or by scanning this QR code:

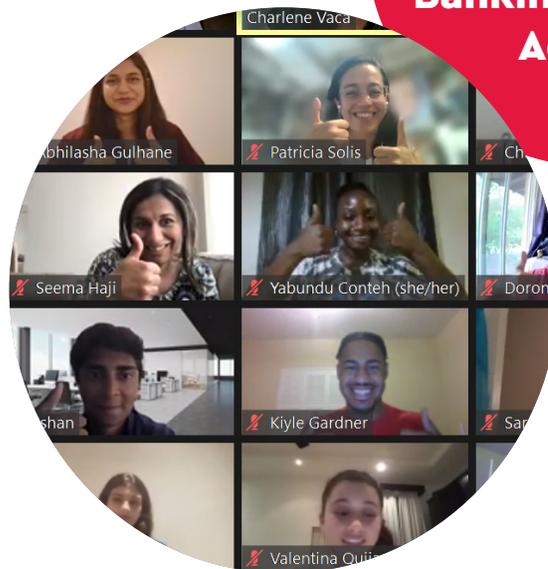


**Want to hear from more Alumni? Listen to testimonials from our 2021 YES! Cohorts [here](#):**



# Mentorship in Action

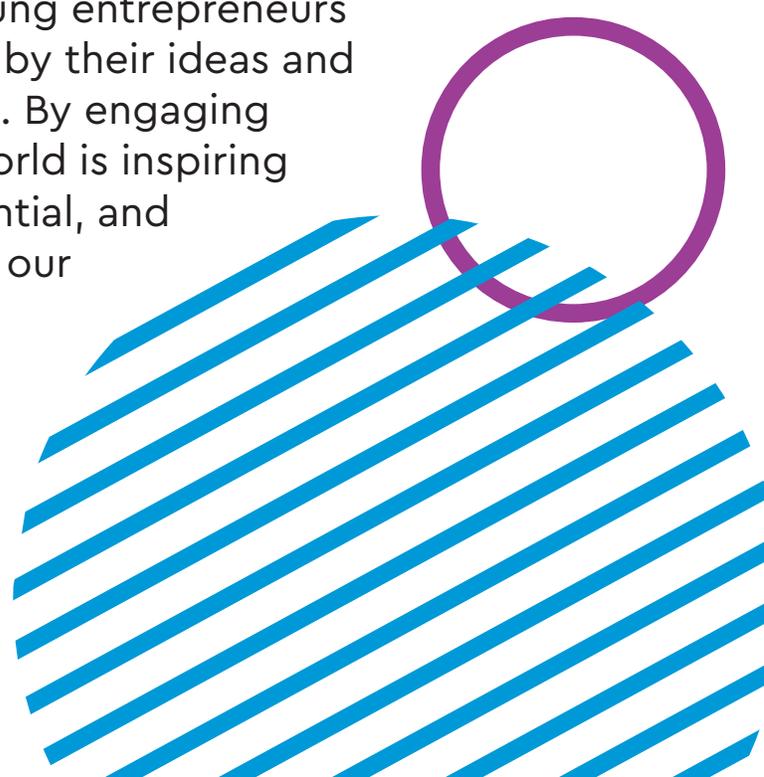
**Small Business  
Financial  
Management:  
Banking Workshop  
Advisors**



"We are proud to support BizWorld and the extraordinary work they do to empower our future leaders.

Our team thoroughly enjoyed spending time with the young entrepreneurs in the cohorts- we were so inspired by their ideas and commitment to their business ideas. By engaging students in the YES! Program, BizWorld is inspiring youth to achieve their highest potential, and for that, we are thrilled to call them our partners."

-Sandy Walia, Managing Director,  
Regional President at Union Bank.



**Eric Facas**  
CEO  
MediaCause  
2021 YES! Business  
Coach



"For me, and probably for most entrepreneurs, probably the biggest reward is to be able to help others and especially those who are just getting started and that's why I signed up to be business coach. To share a little bit about what I've learned over the last decade plus of

being an entrepreneur with someone else who is just getting started feels great and you're really helping people along."

"I really appreciated how (Eric) took the time to understand what New World Narrative is about ... starting out can be very daunting and confusing for a young entrepreneur but after the accelerator program I definitely feel like I left knowing a little bit more than what I came in. More specifically I felt more confident in calling myself an entrepreneur because I was equipped with the technical things like how to create a business plan, how to create a budget for the business, but I think what was most rewarding for me is knowing that I can convey my message to other people in a very confident and passionate way.



**Yabundu Conteh**  
Founder  
New World Narrative  
2021 YES! Alumni

Hear more from their interview [here](#):



# Celebrating Entrepreneurship

In 2021 we were once again able to hold our Annual Education Riskmaster Luncheon where we celebrated the entrepreneurs, educators, and youth central to our mission.

## 2021 RISKMASTER HONOREE

**Marco Zappacosta**

CEO & Co-Founder, Thumbtack

Marco Zappacosta is the co-founder and CEO of Thumbtack, a technology leader building the all-in-one home care platform helping customers find and hire skilled professionals. Marco is a self-taught entrepreneur who started Thumbtack right out of college based on the belief that he could help solve an age-old problem — why is it so hard to hire a plumber? Or any local professional?

Through the Thumbtack app, homeowners can effortlessly manage their greatest asset confidently knowing what to do, when to do it, and who to hire. Today, Thumbtack spans every county in the U.S. and covers hundreds of local service categories.

Marco has been recognized on Forbes' 30 Under 30 list and has been featured in media outlets including The New York Times, Fortune, The Wall Street Journal and CNBC.



# 2021 EDUCATOR OF THE YEAR

**Wendy Tibbs**  
Educator, Alabama



Wendy Tibbs has been teaching BizWorld for nearly 20 years to her 4th through 6th grade students. She has been a strong advocate of bringing entrepreneurship education to her students - participating in our Bizworld, BizMovie, and Impact Challenge programs.

In her acceptance speech she outlined the "Top 10 reasons why Bizworld should be a part of every student's education" and thanked the audience saying "I need to say thank you to each of you here today, for your part in supporting this organization, which has brought so much depth and complexity to my classroom, and countless other classrooms, for so many years. What a difference you've made in the lives of so many students!"



*Left to right: Tim Draper, Marco Zappacosta, Wendy Tibbs, and Charlene Vaca*

With elementary and middle school youth unable to join the luncheon this year due to COVID-19 precautions, we invited Alumni from our YES! program to join us in person, via ZOOM, and through recorded sessions.

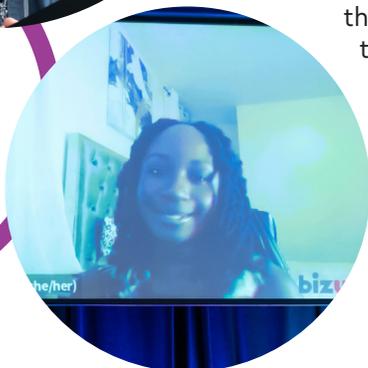
Mateo Galvez of LottaWorldWide, Alumni of YES! 2019, joined to moderate discussion with his fellow Alumni and remark on his journey through YES!



Valentina Quijano and Miranda Odio of Learn, Alumni of YES! Summer 2021, joined via ZOOM to chat with their Business Coach Michele Hanson about their experience during the program.



Yabundu of New World Narrative sat down with Business Coach Eric Facas in a pre-recorded session to reflect on their mentoring experience.



# BizWorld Around The World

BizWorld provides entrepreneurship education not only across the United States, but also in 11 countries across the globe.

HQ  
USA

North  
America:  
Mexico

Europe:  
Netherlands  
United Kingdom

Africa:  
Egypt  
Nigeria

Asia:  
China-Beijing  
Hong Kong  
Japan  
Jordan  
Taiwan  
UAE

# Welcome bizworld.org® JAPAN

In 2021 BizWorld expanded to Japan. Sayuri Tanaka, CEO of BizWorld Japan, is leading the new entity operated by IKIRU LLC.

BizWorld Japan hopes to foster an entrepreneurial "mindset" that is not widely spread in Japan yet. According to a survey by the Global Entrepreneurship Monitor (GEM), Japan ranks 50th out of 50 countries in terms of "business knowledge and skills".

"Just as BizWorld has 20 years of history, entrepreneurship education for primary education in Japan has 20 years of negative history", says Sayuri Tanaka, CEO of BizWorld Japan.

"We are very happy to have joined the BizWorld family. The introduction of a full-fledged entrepreneurship education is both innovative, exciting and needed. BizWorld will finally open the door for this critical type of primary education in Japan, and I am very grateful to BizWorld for giving us such an opportunity."

BizWorld Japan's goal is to restore the self-esteem of all children through the BizWorld program.



# Our Top Supporters

## Individuals

Akeila Tejwani  
Amparo Leyman Pino  
Andy Chase  
Bernard Moon  
Bill Ausfahl  
Chris Tachiki  
Christopher Wagner  
Colin Walsh  
Cree Edwards  
David Ahrens  
David Mapgaonkar  
Diana Moy  
Ed Chandler  
Eduardo Castaneda  
Ellen Jamason  
Eric Dowon  
Eric Facas

Erika Cramer  
Gary Cookhorn  
Grazia Bennett  
Gregg Holzrichter  
Harry Gould  
Jay Allardyce  
Jessica Isley  
Karen Mostes-Withrow  
Kiki Tidwell  
Lisa Lambert  
Lital Cohen  
Maryam Ziaei  
Nick Hungerford  
Parker Graham  
Pierluigi Zappacosta  
Polly Draper  
Potter Li

Rebecca Draper  
Rick Weinstein  
Robert Phares  
Royal Farros  
Sarah Trissel  
Scott Solomon  
Stephen Silver  
Steven Singer  
T. Hale Boggs III  
Tim Draper  
Tracy Tuens  
Weiti Liu  
William Draper  
Xin Yan

## Corporations

Dodge & Cox  
eBay  
Franklin Templeton Investments  
Greenstein, Rogoff, Olsen & Co LLP  
RBC Capital Markets  
Stephen Silver Fine Jewelry  
US Bank  
Union Bank  
Wells Fargo Bank

## Foundations

Charles Schwab Foundation  
Conway Family Foundation  
Draper Foundation  
The Independent Institute  
McMurtry Family Foundation

# Financial Reports

Summarized Statement of Financial  
Position (FY ends August 31)

2020-2021

## Assets

### Current Assets

Cash and Short Term Investments	\$802,325
Accounts Receivable	\$174
Inventory	\$23,005
Prepaid Expenses	\$557
Other Assets	\$8,306
<b>Total Current Assets</b>	<b>\$834,367</b>

### Noncurrent Assets

Property and Equipment	\$33,512
<b>Total Noncurrent Assets</b>	<b>\$33,512</b>

**Total Assets** **\$867,879**

## Liabilities and Net Assets

### Current Liabilities

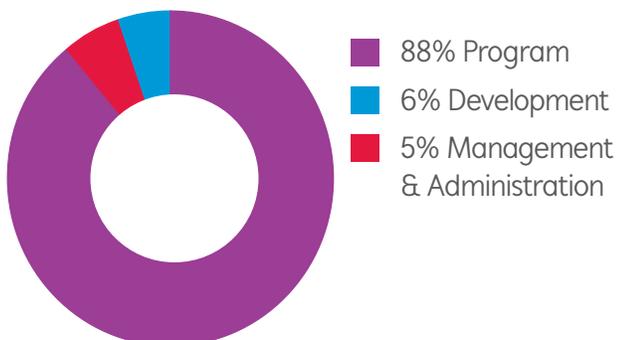
Accounts Payable	\$17,333
PPP Loan	\$133,800
<b>Total Current Liabilities</b>	<b>\$151,133</b>

### Net Assets

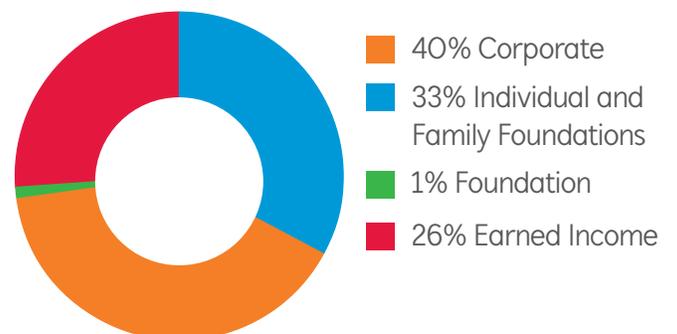
Unrestricted	\$46,746
Temporarily Restricted	\$670,000
<b>Total Net Assets</b>	<b>\$716,746</b>

**Total Liabilities and Net Assets** **\$ 867,879**

## Expenses



## Revenues



# Our Boards

## National Board of Directors

### Jay Allardyce

Managing Director of Strategic Growth  
Google Cloud

### Chairman: T. Hale Boggs, III

Partner  
O'Melveny & Myers LLC

### Timothy C. Draper

Founder  
Draper Associates & DFJ

### Harry Gould

VP, WorldWide Alliances & Channels  
SailPoint

### Jennifer Johnson

Executive Vice President & COO  
Franklin Templeton Investments

### Diana Moy

Senior Vice President,  
Head of Wealth Management Digital  
US Bank

### Stephen Silver

Chairman & CEO  
Stephen Silver Fine Jewelry

### Steve Singer

Partner  
Greenstein, Rogoff, Olsen & Co, LLP

### Tracy Tuens

Managing Director  
Boston Private

### Jared Yellin

Founder  
Project 10k

## Advisory Board

### David Ahrens

Marketing Strategy  
Workday

### Grazia Bennett

Realtor  
Sotheby's International Realty

### Gary Cookhorn

Managing Director  
Fortress Investment Group

### Eric Facas

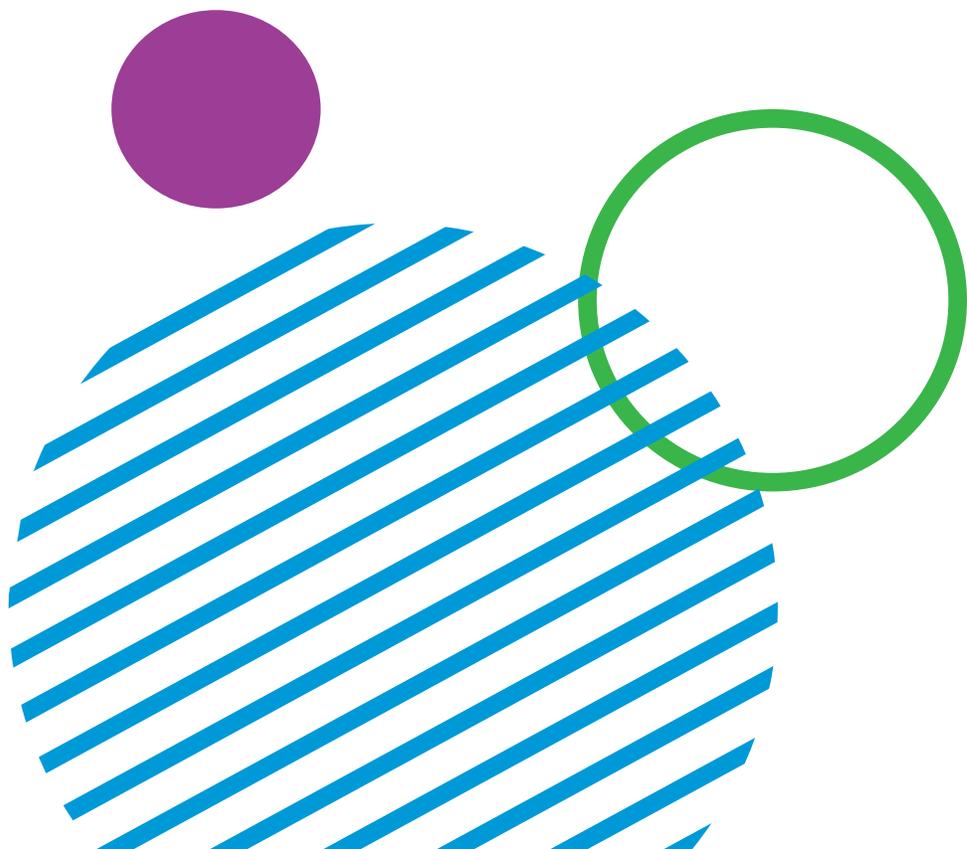
CEO  
Media Cause

### Marcus Guerro

Client Development Executive  
Accretive Solutions

### Michele Hanson

Head of US Asset Management  
Hanover Global Executive Search



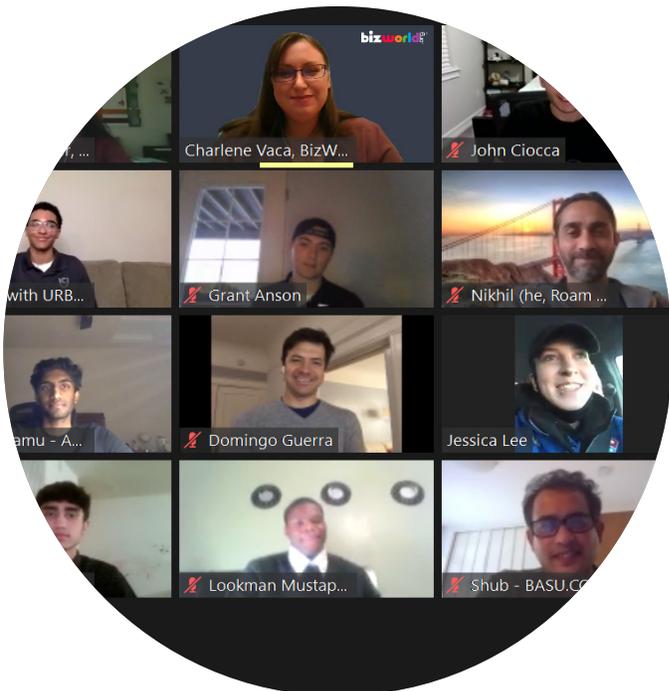
# Help Us Support Young Entrepreneurs Get Involved!

## Become a YES! Mentor



Our YES! Program could not exist without the contribution of entrepreneurs and business leaders willing to invest their time and knowledge at this critical starting point for young entrepreneurs. There are several ways you can contribute:

- **Business Coach:** 12+ hours of 1:1 virtual coaching with a YES! Business – you will witness the development of a business idea into reality over a period of 12 week
- **Business Advisor:** 1-2 hours of virtual advice to a YES! business on a topic in your field of expertise
- **Workshop Advisor:** Present at, or be part of a panel of advisors, during a YES! virtual workshop



There are lots of ways you can help us expand our impact and reach our goals.



### **Donate to BizWorld**

Mail your tax-deductible gift to  
BizWorld.org  
344 Thomas L Berkeley Way, Suite 111  
Oakland, CA 94612

You may also donate online at [BizWorld.org/donation](https://bizworld.org/donation)



### **Matching Gifts**

Double your contribution with your employer's matching gift program. Simply obtain the matching gift form from your employer, fill it out, and send it to BizWorld with your contribution.



### **Bequest Gift**

Leave a lasting legacy for youth education directly through your will, or by establishing a charitable gift annuity.



### **Sponsor BizWorld In A Classroom**

Find out how you can sponsor a classroom or teach BizWorld to your own child's classroom.

Contact us to learn more at 1-888-424-9543 or [support@bizworld.org](mailto:support@bizworld.org)

Stay connected for future events  
and activities!

**Follow us at @BizWorld.org**

