



2013-2014

# ANNUAL REPORT

**bizworld**<sup>®</sup><sub>500</sub>

**Our mission is to challenge and engage elementary and middle school children across the cultural and economic spectrum with fun, hands-on entrepreneurship programs that promote financial responsibility, leadership, and teamwork.**



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# Letter from CEO



**Thais Rezende**  
CEO of BizWorld.org

*The economic prosperity of any country depends on its ability to nurture an entrepreneurial ecosystem, including investing in the development of a skilled and prepared workforce. Yet, by many measures, the educational system is failing to develop the talents that children will need to compete in the modern global economy as adults. BizWorld.org is committed to bringing entrepreneurship and financial education programs to every child around the world to inspire them to dream big and achieve extraordinary things!*

*After spending much of my career in microenterprise education, and seeing the empowering effect that entrepreneurship has in our communities, I'm convinced that our programs are a "must have" in every school. To date, BizWorld.org has introduced entrepreneurship education to classrooms in all 50 states and over 100 countries.*

*In my first year as CEO of BizWorld.org, I worked with my team to expand our impact and create a stronger, more sustainable organization. As a result, we opened four new international offices, improved our evaluation and results tracking system, and diversified our funding base. This was a milestone year for us.*

*BizWorld.org's programs were taught in over 1,400 classrooms, to more than 31,000 children, bringing our overall reach to more than half a million children since the organization was founded.*

*I am very excited and proud to present our 2013-2014 school year accomplishments to you. Our future looks bright and I invite you to take part in it. Our goal is to reach one million children by 2020. With your help, we can do it!*

A handwritten signature in black ink that reads "Thais".

The **A B C**s

of Why We Need  
Entrepreneurship  
Education

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## Children need to learn real-world skills

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They need to learn the life skills that come with an entrepreneurial mindset -- skills that will give them the ability to create their own jobs when necessary, help them make financially sound decisions, and apply critical thinking to solve problems.

## Schools need to engage students

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There is a dropout epidemic in America. One in three children fail to graduate from high school. When asked how schools could help them finish, 81% of dropouts asked for more real-world learning so that school would be more connected to getting a good job. Students should feel that skills learned in school provide access to meaningful career options.

## Educators need effective tools

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Teachers have many priorities to balance: meeting new Common Core Standards, providing STEM (Science, Technology, Engineering, Mathematics) education, teaching 21st century skills, developing a rigorous and engaging curricula, managing standardized test preparation, and more. Our educators need resources to better motivate and prepare students for college, careers, and life.

# WHY BizWorld.org?

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**Students are asked to solve real-world business problems, innovate, and self-assess, setting the stage for future success. Not only do they gain a deeper understanding of how business works, they also learn how to make financial decisions and analyze results.**



**BizWorld.org helps educators engage students through the real-world experience of being an entrepreneur.**



**This broadens students' perspectives on their futures and inspires them to explore educational and career paths that they might not have considered without this experience.**





**BizWorld.org gives educators the tools to cultivate entrepreneurial thinking and 21st century skills in students at a young age.**

**Our programs are comprehensive, incorporate STEM, align to Common Core Standards, and are flexible enough to use in a variety of classroom settings.**



# 2013-2014 RESULTS

# IMPACT



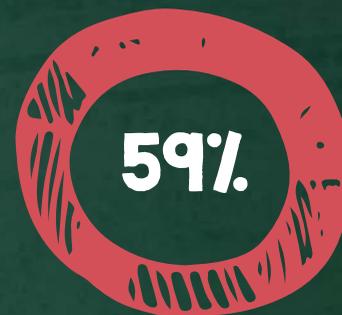
**552** International Classes



**875** Domestic Classes



**1,427** Total Classes



**Low to moderate  
income schools\***



**100**

Countries



**14,200**

Schools



**31,394**

Children participating  
in BizWorld.org programs

Estimated number of students who have participated in our programs since 1997



**506,127**

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

# Teacher Feedback

BizWorld.org continually strives to improve our programs by incorporating valuable feedback from our educators. We ask our educators to help us determine the effectiveness of our programs by completing a program evaluation.



145

Teachers surveyed

“The students had to think critically and solve problems at every phase of the program, from building a financial base to evaluating the value of their companies. It was very real-world and authentic learning for the students.”

- Rhonda Emmons, 5th grade teacher, Petal, MS



of teachers agree that the programs effectively **teach students about business, entrepreneurship, and finance.**



of teachers agree that the programs **connect academic content to the real world.**



of teachers agree that the programs **develop students' leadership skills.**



of teachers agree that the programs help students learn to **work together to solve problems.**

# Student Results

## Students Improved Knowledge of Business Concepts

We ask our students to take pre- and post-assessments so that we can measure their learning on a number of dimensions. Our data shows that students who participated in BizWorld® in the 2013-2014 school year significantly increased their knowledge about business, entrepreneurship, finance, and money management.



Classrooms improved their knowledge of business, entrepreneurship, and financial concepts after participating in BizWorld.



Concept of profit	44%	62%
Banks and interest rates	55%	76%
Investing in a company	30%	64%
Importance of tracking finances	53%	64%
Buying and selling stock	36%	68%
Calculating profit	26%	71%
Concept of revenue	23%	50%
Marketing	50%	60%
Manufacturing	22%	58%
Pricing	49%	64%

# Students Built 21st Century Skills

The results of the pre-and post-assessment in the 2013-2014 school year shows across the board improvements in student's self-assessment of their 21st century skills. 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.\*

The info graphic below shows the percentage of students who agreed or strongly agreed to a variety of statements that correlate with 21st century skills.



\* Huber, L.; Sloof, R. & Van Praag, M. (2012). *The Effect of Early Entrepreneurship Education: Evidence from a Randomized Field Experiment*. <http://ftp.iza.org/dp6512.pdf>

## Students in Low-income Schools\*\* Show the Most Improvement

The assessment data showed that students in low-income schools saw greater gains than students in higher income schools in the following three areas:



Application of academic learning to real-life situations



Appreciation for the importance of math



Engagement in learning

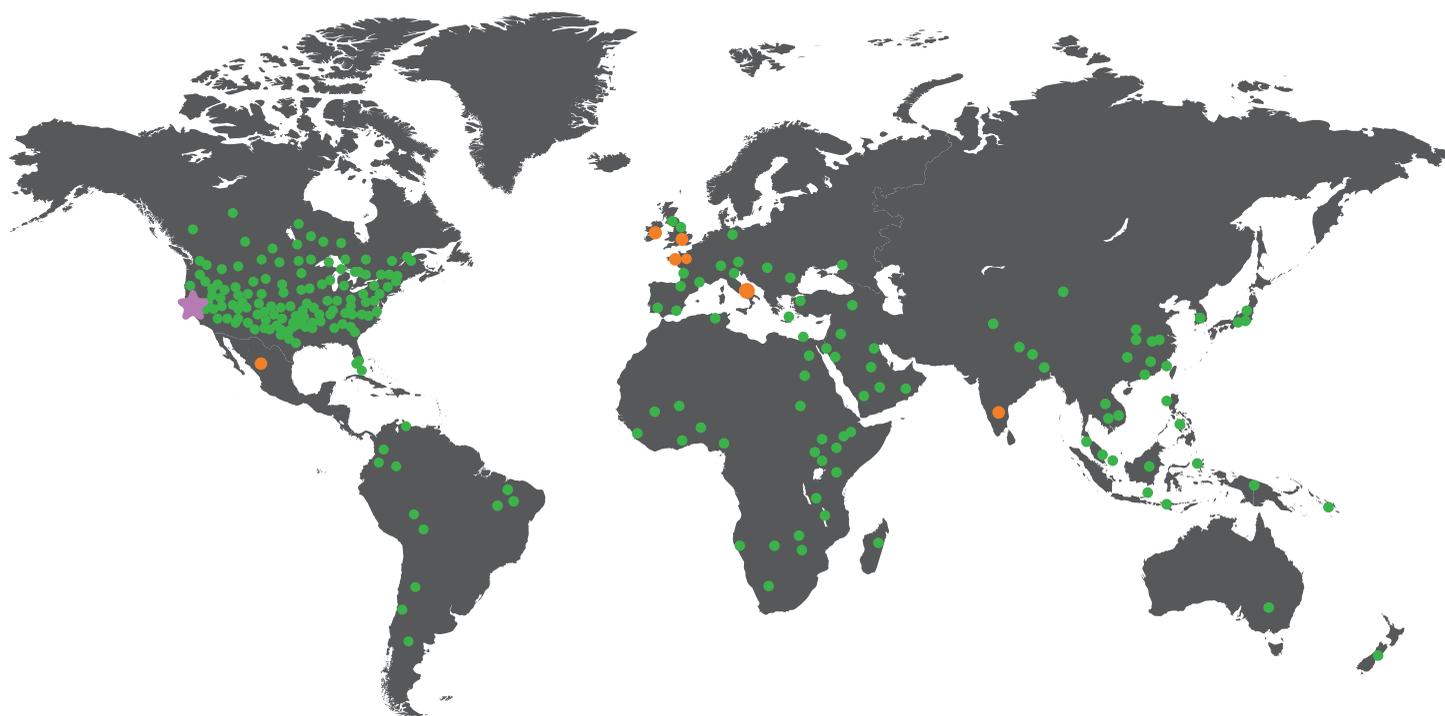
\*\* Low-income schools are defined as those where 60% or more of students qualify for free or reduced meals.





# Expanded Reach

# Global Expansion



## Welcome BizWorld:

**Denmark**  
**India**  
**Ireland**  
**Italy**

**Mexico**  
**Netherlands**  
**United Kingdom**

This year BizWorld.org welcomed four new international partners to our family: BizWorld Italy, BizWorld Mexico, BizWorld Denmark, and BizWorld U.K., more than doubling our global partnerships. Our new partners join BizWorld Netherlands, BizWorld Ireland, and BizWorld India.

These partners make our programs accessible to children in a multitude of cultures by translating our programs into their native language and incorporating local values and customs into the curriculum.

Our global partners create the infrastructure to distribute our programs to their local educational institutions and support educators in implementing BizWorld.org's programs.

**“We believe that building global partnerships is the key to broadening our impact around the world.”**

**- Carla A. Foster**  
**COO, BizWorld.org**

## BizWorld Denmark Plans to Stimulate a Healthy Business Culture from a Young Age

This year, Denmark's Ministry of Education officially approved BizWorld.org's programs for use in Denmark and allocated lottery funds to support BizWorld Denmark.

Birger Rasmussen and Kari Andersen, the founders of BizWorld Denmark, hope to introduce the Bizworld program to all school children from 3rd through 8th grades. By doing so, they intend to improve the image of entrepreneurship in Denmark and stimulate new business startups and job creation.

Birger and Kari chose to partner with Bizworld because of its uniquely practical, hands-on approach to entrepreneurship education.

**“Entrepreneurship education has to be introduced at an earlier stage to school children in order to have a greater impact on society.”**

**- Kari Andersen,  
Founder of BizWorld Denmark**

## BizWorld Netherlands Found to Have Significant Positive Impact on Children

A study published by the World Bank this year highlighted the positive impact that BizWorld Netherlands had on children (Valero et al. 2014).

The study cited a randomized field experiment on the effect of early entrepreneurship education conducted on a sample of 2,751 Dutch students who volunteered to participate in BizWorld Netherlands.

The study suggested that based on their examination of other youth entrepreneurship programs, non-cognitive entrepreneurial skills are best developed at an early age, precisely where Bizworld.org is focused.

BizWorld Netherlands is known as Jong Ondernemen at home. They were the first BizWorld.org international partner, founded in 2002.

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**The research demonstrated that our [BizWorld] programs had a positive effect on children's non-cognitive entrepreneurial skills such as: self-efficacy, need for achievement, risk taking, persistence, analytical thinking, pro-activeness, and creativity (Huber et al., 2012).**



## **BizWorld Ireland received the David Manley Award**

BizWorld Ireland won the David Manley Award in the Emerging Social Entrepreneur Category this January. The awards help identify and support the brightest and best entrepreneurs in Ireland and were the first entrepreneur awards in Ireland to offer mentoring from a panel of experts as part of the overall prize to the winner.

**“Education is seen traditionally as equipping young people with the skills and knowledge to complete a CV in order to get a job, but Bizworld Ireland is sowing the seeds in children to consider creating employment, taking in the CV and giving out the jobs.”**

**- Fiona McKeon  
CEO, Bizworld Ireland**



# Innovations



# STEM program innovations with GoAnimate

In April, BizMovie® 2.0 made its official debut. BizMovie 2.0 provides educators with a project-based, STEM tool which enables students to incorporate technology into their learning as they make animated movies using a high-quality platform: GoAnimate for Schools.

BizMovie 2.0 features a streamlined core program with updated tech tips and extension activities to provide teachers with additional flexibility. Schools that purchase BizMovie 2.0 receive a one-year subscription to GoAnimate for Schools, GoAnimate's easy-to-use, cloud-based animated movie production platform and classroom management system.

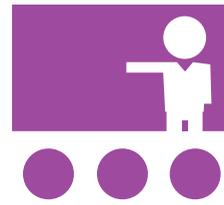
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**“One of the benefits of BizMovie 2.0 is that it integrates technology and makes it relevant and fun for the students. Who doesn't love movies? STEM-based programs like this help prepare children for a future of financial success and introduce them to careers in technology and finance. With BizMovie 2.0 and the GoAnimate for Schools platform, kids gain hands-on technology experience while having fun and building a business.”**

**- Thais Rezende  
CEO, BizWorld.org**



# Educator support and training



# 200

Teachers trained

**BizWorld.org continuously invests in our educators because they are our greatest partners in ensuring the quality of our programs.**

Our professional development initiatives provide our educators with the most appropriate, convenient, and user-friendly support we can offer. Free one-on-one assistance is available to all our educators through the website and over the phone.

This year we provided one-on-one assistance to more than 200 teachers. For larger-scale implementations of our programs we provided customized training and resources to ensure consistently high-quality implementation in their classrooms.

## Tailored Programs and Training to Meet Partners' Needs

BizWorld.org continued our partnership with the Boys and Girls Clubs of Marin and Southern Sonoma Counties to provide after-school programming.

The learning objectives of the BizWorld program are strongly aligned with the Boys and Girls Clubs' program priorities: life skills, education and career skills, and leadership development.

The flexibility of our program, combined with our customized educator training, made this an ideal partnership.





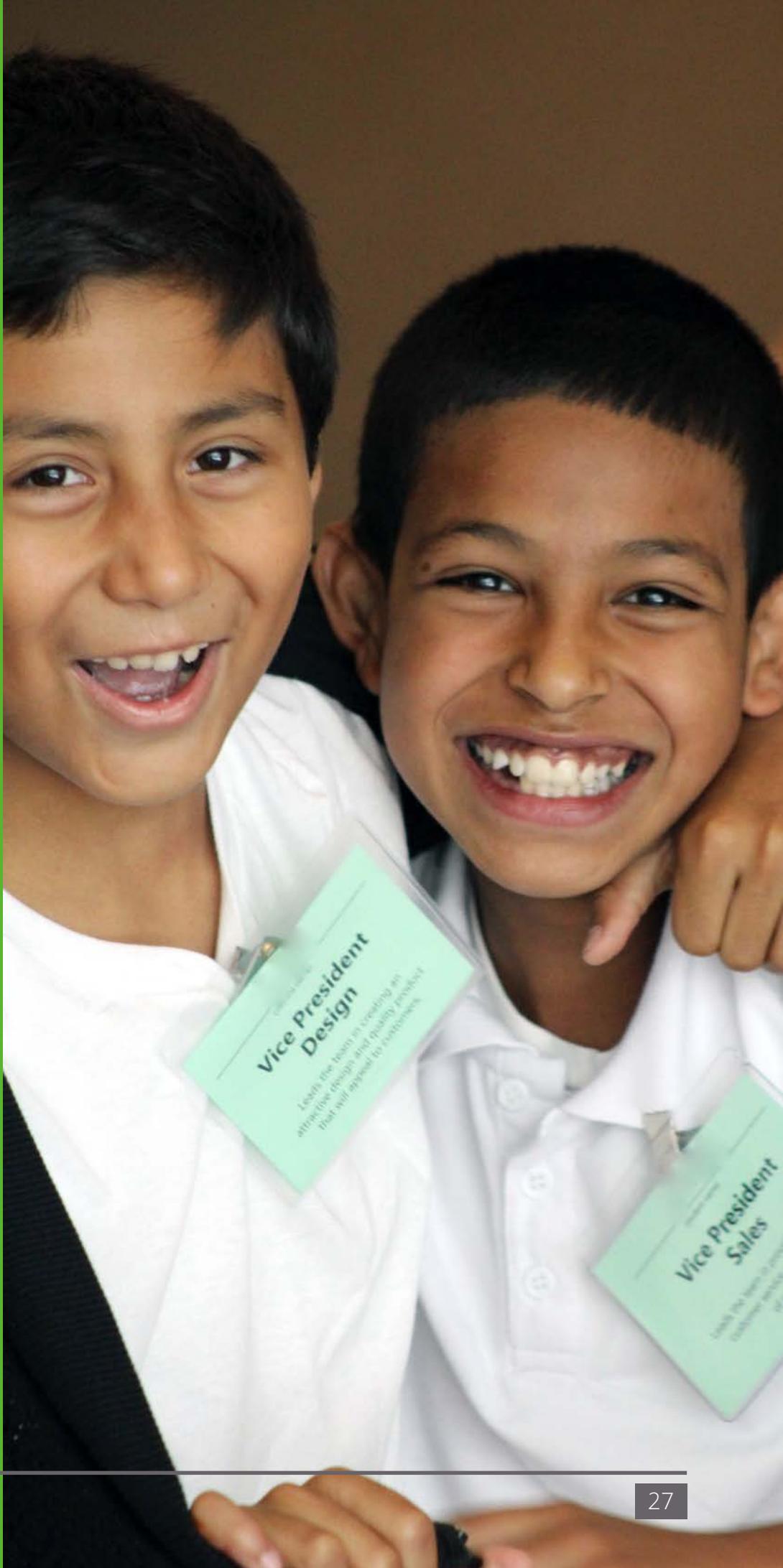
**“You get to have fun and learn math at the same time.”**  
**- 5th grade student, Los Angeles, CA**



**- 7th grade student, Earlimart, CA**

**“The best part of teaching BizWorld is the amazing learning that takes place. Teaching this program has been a learning experience for me as well.”**

**- 5th grade teacher, West Valley, UT**



**Vice President  
Design**  
Lead the team in creating an  
attractive design and quality product  
that will appeal to customers.

**Vice President  
Sales**  
Lead the team to provide  
customer service.



# Sustainability

# Expanded Community

In 2014 we hosted two events to raise awareness of the importance of investing in the education of our youth, and to honor a leader who exemplifies innovation, leadership, and corporate citizenship.

## Tenth Annual Education RiskMaster Luncheon

Each year an influential and well-known business leader is recognized for their entrepreneurship and innovative spirit by receiving the RiskMaster award from Tim Draper, Founder of BizWorld.org. In December 2013, we honored Aaron Levie, Co-Founder & CEO of BOX.



Thais Rezende of BizWorld.org; Aaron Levie, Co-Founder & CEO of BOX; Tim Draper Founder of BizWorld.org; and Roosevelt Elementary School children, 6th grade, Redwood City, CA at the Education Riskmaster Luncheon

## Our RiskMaster Honorees

- 2013** **AARON LEVIE**  
Co-Founder & CEO, BOX
- 2012** **VIVEK RANADIVÉ**  
Chairman, Founder and CEO, TIBCO Software Inc.
- 2011** **JENNIFER JOHNSON**  
COO, Franklin Templeton Investments
- 2010** **RON CONWAY**  
Special Advisor, SV Angel
- 2009** **ELON MUSK**  
CoFounder, CEO and Product Architect, Tesla Motors
- 2008** **TOM SIEBEL**  
CEO of C3 Energy (Founder, former Chairman and CEO, Siebel Systems)
- 2007** **CHAD HURLEY**  
CoFounder, YouTube; CEO, AVOS Systems
- 2006** **RICHARD ROSENBLATT**  
Former Chairman, MySpace
- 2005** **MARC BENIOFF**  
Chairman and CEO, Salesforce.com
- 2004** **ERIC SCHMIDT**  
Executive Chairman, Google

# Celebrating Innovation in Education

At our third Annual Awards Dinner in April 2014, BizWorld.org honored Qualcomm Incorporated's Executive Chairman of the Board of Directors, Dr. Paul E. Jacobs, for his deep impact on the advancement of education.



Dr. Paul E. Jacobs, Executive Chairman of the Board of Directors, Qualcomm; Thais Rezende, CEO of BizWorld.org; Vivek Ranadivé, Chairman, Founder and CEO of TIBCO Software Inc.; Tim Draper, Founder of BizWorld.org; and BizWorld.org graduates at the Awards Dinner

## Awards

2014

### DR. PAUL E. JACOBS

Executive Chairman of the Board of Directors  
Qualcomm Incorporated  
*Education Innovator Award*

2013

### JOHN HENNESSY

President of Stanford University  
*Education Innovator Award*

### JOHN S. WATSON

CEO, Chevron  
*Corporate Excellence Award*

2011

### JAMES C. GAITHER

Managing Director of Sutter Hill Ventures  
*Education Innovator Award*

### JOSEPH SAUNDERS

Former CEO, Visa  
*Corporate Excellence Award*

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**“As a leader in innovation and technology around the globe, Dr. Jacobs sets a tremendous example for 21st century thinkers. His philanthropic work to advance innovation and ensure that young people become involved in and inspired by science and technology is something to aspire to.”**

**- Thais Rezende  
CEO, BizWorld.org**

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# Meaningful partnerships

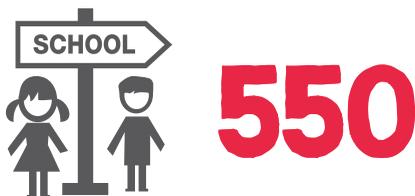
**Meaningful, diverse, and lasting partnerships are the foundation of our work. Our partners provide us with valuable support including volunteers, expertise, facilities, and resources.**

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## State Farm Insurance Partnered with BizWorld.org to Invest in Bay Area Children

State Farm partnered with BizWorld.org for the first time this year to provide professional development for educators and programs for 550 school children in the San Francisco Bay Area.

“The scope of BizWorld.org’s educational outreach and the depth of the programs make this a desirable relationship for us,” said Lonny Haskins, Public Affairs Specialist at State Farm.



State Farm has a rich history of giving back to the neighborhoods it serves by building safer, stronger, and better educated communities.

“We hope our investment enhances efforts to further educational advancements and improvements in California.”

**San Francisco Bay Area children served in partnership with State Farm Insurance**

# Our Supporters

# Top contributions by category

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## Corporations

BlackRock, Inc.  
BNY Mellon  
Chevron Corporation  
Cisco Systems, Inc.  
Dodge & Cox  
Franklin Templeton Investments  
Greenstein, Rogoff, Olsen & Co LLP  
Hewlett-Packard Company  
Linden Advisors  
Manatt, Phelps & Phillips LLP  
Qualcomm Incorporated  
Salesforce.com, Inc.  
State Farm  
Stephen Silver Fine Jewelry  
SV Angel  
U.S. Bank  
U.S. Venture Partners  
Union Bank  
Wells Fargo

## Family Foundations

Draper Foundation  
Draper Richards Kaplan Foundation  
McMurtry Family Foundation  
The Caldwell-Fisher Charitable Foundation

## Foundations

Charles Schwab Foundation  
Silicon Valley Community Foundation  
The Independent Institute

## Individuals gifts of \$1,000 or more

Michelle Alberda  
Grazia Bennett  
T. Hale Boggs III  
William Bowes  
Mark Box  
Elizabeth Burnham  
Dennis Chan  
Ron Conway  
Gaurang Desai  
Jesse Draper  
Tim Draper  
William Draper  
Cree Edwards  
Dana Evan  
Annemarie Fortier  
James Gaither  
Harry Gould  
Jennifer Johnson  
Amanda Kahlow  
Rachael Lester & Michael Wright  
Pascal Levensohn  
WeiTi Liu  
Chauncey Lufkin  
Roberto Malpica  
Karen Mostes-Withrow  
Camilla Olson  
Joseph Saunders  
Stephen Silver  
Steve Singer  
Jim Steele  
Ed Still  
Maya Lis Tussing  
Denise Wang-Kline

# The People Behind the Mission

## National Board of Directors

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*Partner*

*Manatt, Phelps & Phillips LLP*

### **Harry Gould**

*Vice President of Worldwide Alliances and Channels*

*HP Software, Hewlett-Packard*

### **Timothy C. Draper**

*Founder Partner*

*Draper Fisher Jurvetson*

### **Gaurang Desai**

*Managing Director*

*Linden Advisors*

### **Jay Emmons**

*Principal Consultant*

*Korora Partners*

### **Troy French**

*Senior Vice President, Corporate Foreign Exchange*

*Wells Fargo International Group*

### **Jennifer Johnson**

*Executive Vice President, Chief Operating Officer*

*Franklin Templeton Investments*

### **Stephen Silver**

*Chairman and CEO*

*S.H. Silver Company*

### **Steve Singer**

*Partner*

*Greenstein, Rogoff, Olsen & Co, LLP*

### **Tracy Tuens**

*Senior Director*

*BNY Mellon Wealth Management*

### **Maya Lis Tussing**

*Director*

*BlackRock*

### **Jim Steele (Honorary)**

*Chief Customer Officer*

*Salesforce.com*

## Advisory Board

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*Director of Media Relations  
Computer Sciences Corporation*

### **Grazia Bennett**

*Realtor  
Sotheby's International Realty*

### **Tony Clemendor**

*CEO  
GiftWow!*

### **Annemarie Fortier**

*Community Volunteer  
San Francisco Bay Area*

### **Rachael Lester**

*Vice President of Marketing  
Bruin Biometrics*

### **John Lin**

*First Vice President Wealth Management and  
Senior Portfolio Manager  
Cypress Group, Morgan Stanley Smith Barney*

### **Dietrich von Behren**

*Vice President of Digital Media & Investments  
A&E Television Networks*

### **Allison Zeilinger**

*Senior Associate  
Lippincott*

### **Michael Wright**

*Senior Analyst  
Forward Management*

## Education Advisory Council

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### **Jennifer Anastasoff**

*President, Founding CEO  
Fuse Corps*

### **Sheila Byrd**

*Education Policy Consultant*

### **Jaime Dominguez**

*Head of School  
Stuart Hall for Boys*

### **Mike Harris**

*Education Policy Consultant*

### **Karen Johnson**

*Education Policy Consultant*

### **Brian Page**

*Educator  
Financial Education Game Inventor*

# Strong Financial Year

Summarized statement of financial information (FY ends August 31)	2012-2013	2013-2014
Cash and short term investments	\$435,245	\$1,566,422
Accounts receivable	\$136	\$18,355
Other assets	\$76,521	\$67,500
<b>Total Assets</b>	<b>\$511,902</b>	<b>\$1,652,278</b>
Liabilities	\$6,120	\$25,522
Net assets	\$505,782	\$1,626,756
<b>Total liabilities and net assets</b>	<b>\$511,902</b>	<b>\$1,652,278</b>

Summarized statement of activities (FY ends August 31st)	2012-2013	2013-2014
<b>Operating Revenue:</b>		
Individuals and Family Foundations	\$129,525	\$624,975
Corporations	\$316,975	\$158,375
Foundations	\$520,989	\$119,125
Temporarily Restricted	\$0	\$1,200,000 *
<b>Earned Revenue</b>	<b>\$36,362</b>	<b>\$78,102</b>
Total Operating Revenue	\$1,003,851	\$2,180,577
Direct Fundraising Cost	\$(117,776)	\$(114,639)
Other Revenue	\$70,836**	\$15,155***
<b>Total Revenue</b>	<b>\$956,911</b>	<b>\$2,081,093</b>

<b>Operating Expenses:</b>		
Program expenses	\$876,114	\$847,657
Administrative expenses	\$101,778	\$35,372****
Development Expenses	\$188,155	\$100,902
<b>Total Operating Expenses</b>	<b>\$1,166,047</b>	<b>\$983,931</b>

<b>Net Income</b>	<b>\$(209,136)</b>	<b>\$1,097,162</b>
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\*\$200,000 released for FY 2014/2015 operating expenses. \$1,000,000 reserved for new Special Project.

\*\* 89% of other revenue generated from appreciation in stock portfolio

\*\*\* Interest earnings

\*\*\*\* Organization restructure and staff reductions

**“Teamwork is important and when you’re working in school on a project with more than just yourself you are training for when you’ll need to work in groups for a project or your family needs to all work together to plan something. BizWorld is a great way to learn how to cooperate with other people, friends, family, and maybe someday co-workers.”**

**5th grade student, Las Vegas, NV**



**“If you have an idea to share or an idea you think might help the group, you should speak up even if you’re afraid or “more shy”... You should also build a circle of trust with your group.”**

**- 5th grade student, Rutland, MA**

**“I have learned to look at the pros and cons of making a purchase anywhere before spending any money.”**

**- 4th grade student,  
Atherton, CA**







**“BizWorld is a way  
of thinking,  
teaching, getting  
kids to feel  
empowered to  
do extraordinary  
things.”**

**-Tim Draper  
Founder of BizWorld.org**



**bizworld**.org<sup>®</sup>

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**2013-2014  
Annual Report**

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