



# MBD

**I N N O V A T I O N   O D Y S S E Y**

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# GPS and Chattanooga at a glance

- Grades 6 to 12
- Founded 1906
- Only all-girls school in our region
- Serves 33 zip codes
- 32 sending schools
- 100% of our graduates attend four-year colleges and universities around the country and world
- 66% of the class of 2016 received merit or talent-based scholarships
- 99% of recent graduates report that they are thriving in college
- 100% of recent graduates see the benefits of their GPS education in their everyday lives

- History of innovation and entrepreneurship
- World's first franchised Coca-Cola bottling plant
- MoonPies and miniature golf invented in Chattanooga
- World's largest freshwater aquarium
- 10 Gig City — fastest internet in the world
- Known for its startups, venture firms, and one of the nation's largest business incubators
- Haven for outdoor sports such as hunting, fishing, trail running, rock climbing, and mountain biking





# A: WHY INNOVATE



# THE LANDSCAPE

## ADVANTAGES:

- Chattanooga, TN is a startup hub — a fertile ecosystem for entrepreneurship.
  - Girls Preparatory School has a proud heritage of social entrepreneurship .
- Our founders sought to solve inequities in women's education.

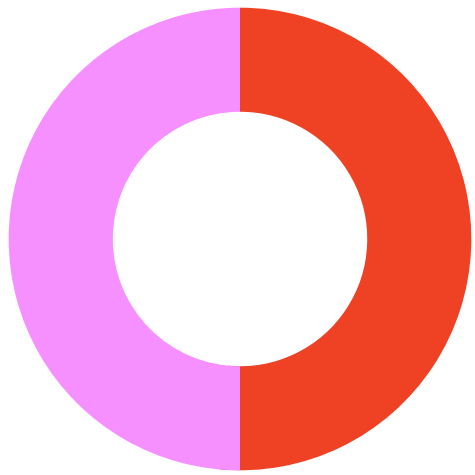




# THE LANDSCAPE

## CHALLENGES:

- ❑ Women are under-represented in entrepreneurship ventures.
- ❑ Civic engagement vs. deficit-filling
- ❑ GPS must invest in the socio-economic development of women in our broader community in order to ensure a more diverse student population in the future.



# B: KEY QUESTIONS



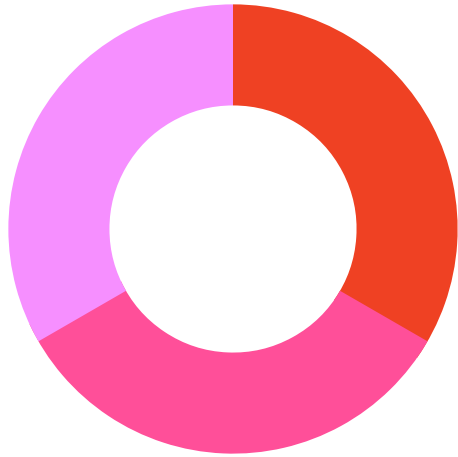




# QUESTIONS

FALL 2014

- How can GPS extend its reach and become more outwardly facing?
- How do we motivate women and girls to consider the life benefits of entrepreneurship such as financial independence, flexibility, and control of their futures?
- How can we harness the expertise, power, and networks of successful women to help us?
- How do we reach the women and girls of Chattanooga?
- How do we get buy-in from the GPS community and help them understand the connection between GPS and entrepreneurship?



# C: GENERATING IDEAS



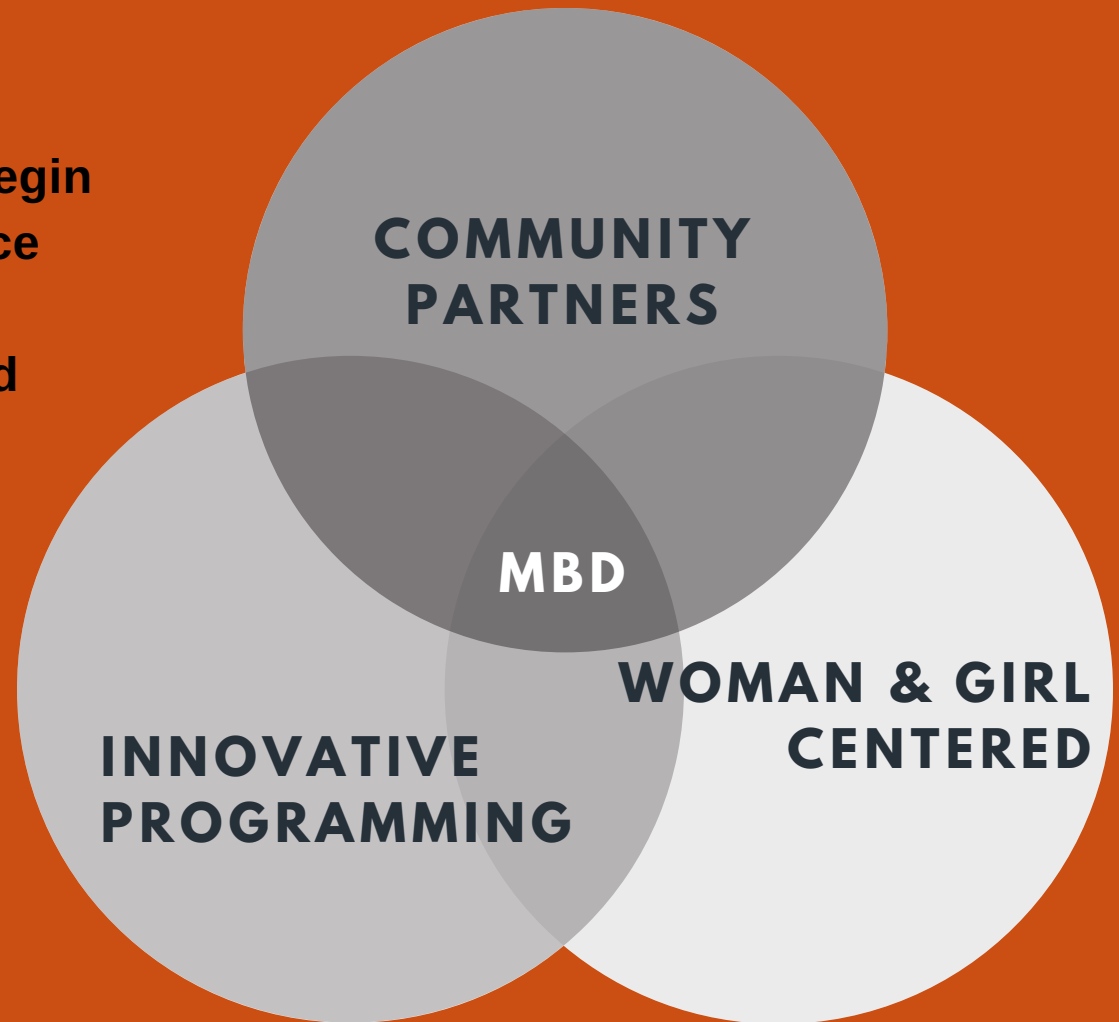
GETYOURMBD.COM



# Ingredients for MAD, BAD & DANGEROUS®

## THE CONCEPT:

Use GPS as a convener of issues related to girls and women and begin with an entrepreneurial conference designed to establish the female voice in technology, startups, and business.



# MAD BAD & DANGEROUS™

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MAD: enthusiastic, bold, unconventional

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BAD: intense, serious, unruly

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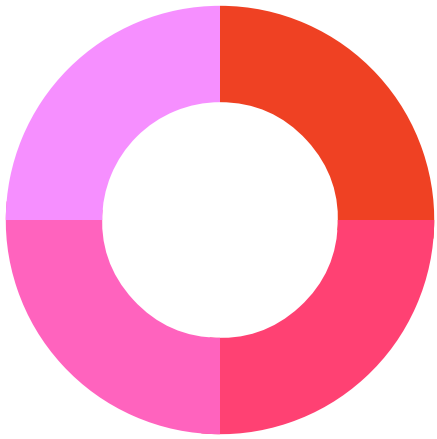
DANGEROUS: risky, formidable, unstoppable

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DITCH EXPECTATIONS, START SOMETHING

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# D: PROTOTYPING



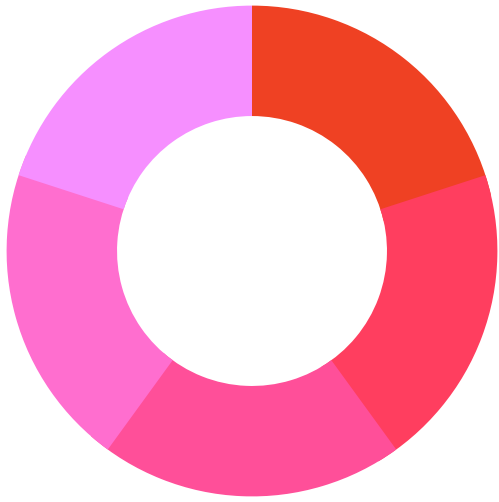
**Years 1 & 2 MBD**  
**Video: [Click here](#)**





**Year 3 MBD Girl Edition**  
**Video: [Click here](#)**





# E: LESSONS LEARNED

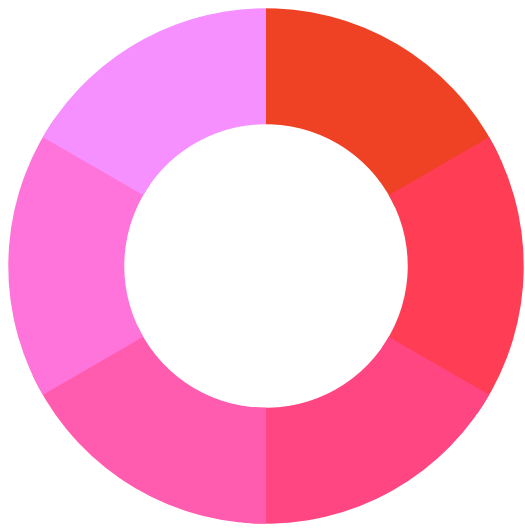




# LEARNINGS



- The Chattanooga community is ready and willing to embrace our mission to encourage women and girls in entrepreneurship.
- Mentorship matters!
- Community partnerships are the lifeblood of MBD.
- The 24Hour Generator is a powerful learning laboratory and a catalyst for girls.
- GIRLS should be our main focus: MBD effectively helps girls catch the entrepreneurship bug early and helps parents in their efforts to support their daughters.



# F: WHAT'S NEXT?





# YOUR TURN

HOW DO WE  
MAKE MBD  
SUSTAINABLE  
AND POSITION  
IT FOR  
GROWTH?

# THANK YOU!



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