



Frequently Asked Questions—Students:

1. When will the Poder program be offered again?

We plan to offer the Poder program every fall and spring semester through December 2018.

2. What is the fall schedule for Poder?

For the fall 2017 semester, Poder is scheduled to start the week of October 2nd and end the week of October 30th.

Applications for fall are due on Monday, September 18, 2017 by 11:59 p.m.

Students will be notified by September 22, 2017.

3. What is the spring schedule for Poder?

For the spring 2018 semester, Poder is tentatively scheduled to start the week of February 5th and end the week of March 5th.

Applications for spring are due on Monday, January 26, 2018 by 11:59 p.m.

Students will be notified by January 29, 2018.

4. How do I apply for the Poder program?

Applications are only available online.

Applications for the fall 2017 semester are due September 18, 2017 and available at <https://goo.gl/forms/W09rvaAUKHgJCyQA2>

Applications for the spring 2018 semester are due January 26, 2018 and available at <https://goo.gl/forms/Ng7xYTI2Y78hdY573>

You can also visit the webpage <https://entrepreneurship.asu.edu/community/poder> for more information.

5. What is the cost of the Poder program?

A grant by the Cisco corporate-advised fund at the Silicon Valley Community Foundation makes this program possible. The program is free to all students enrolled in at least one credit hour within the Maricopa Community Colleges.

6. Can I get academic credit for the Poder program?

Since the program is only five weeks and free, students do not get academic credit.

7. What is the benefit of participating in the Poder program?

The Poder program is a five-week program available to Maricopa Community College students at no cost. During the five weeks students learn entrepreneurship skills, have access to mentors, and are eligible for compete in the Cisco Innovation Challenge for an opportunity to win seed money to help you start, grow, or launch your business.

8. When is the Cisco Innovation Challenge this semester? What are the prizes?

This fall's Cisco Innovation Challenge will take place Wednesday, November 15th from 6-8:30 p.m. in Downtown Phoenix. The event is free and open to the public. A total of \$10,000 will be awarded. The first place prize is \$5,000, the second place prize is \$3,000 and the third place prize is \$2,000.

9. Do I need to participate in the Poder program in order to apply to compete in the Cisco Innovation Challenge?

No, any student enrolled in a Maricopa Community College who has an Internet of Things solution or innovation is eligible to compete in the Cisco Innovation Challenge.

10. Are Poder mentors only available to help you the semester you participate in the Poder program?

We do ask Poder mentors to prioritize mentoring students who are currently actively participating in the Poder program. Since our mentors are dedicated to helping students, they have met with former Poder program participants also. The Poder program encourages you to e-mail them and see if they can share some of their time to meet with you and/or answer your questions.

11. What other entrepreneurship educational opportunities are available after you participate in the Poder program?

The Poder program is designed to expose students to entrepreneurship tools and resources. Once students complete the program, we encourage them to get involved with the entrepreneurship classes and/or certificate programs on their college campus. We also encourage students to participate in additional offerings available within the entrepreneurship ecosystem in the Phoenix metropolitan area.

A good starting point for students to learn more about entrepreneurship educational opportunities and resources after the Poder program, please visit the Phoenix Resource Navigator at <https://entrepreneurship.asu.edu/community/phoenix-resource-navigator>.

12. Who can write me a letter of recommendation or can someone from the Poder program be a professional reference for me?

Yes! We encourage students to develop relationships with their Poder session facilitators and/or the faculty who work directly with the Poder program manager. As these professionals get to know the students, we encourage you to ask them to write you a letter of recommendation and/or to be a professional reference.

We generally recommend that you make this request a minimum of two to three weeks before the deadline and to set up a time to discuss what you need them to do. You may want to include your résumé and/or the address where you should send the letter of recommendation.

13. Are there job opportunities with the Poder program?

We currently do not offer paid student worker positions within the Poder program. However, we are always looking for volunteers. If this interests you, please contact Dr. Elizabeth (Liz) Cantú at Elizabeth.Cantu@asu.edu.

14. Where can I find information on internships?

We recommend that students work with their college campus directly to learn more about internship resources. Most Career Services units within the college campus offer information. Here are some links that can help:

Mesa Community College-- <https://www.mesacc.edu/career/internships>

Estrella Mountain Community College—<https://www.estrellamountain.edu/students/internships>

Glendale Community College—<http://www2.gccaz.edu/career-and-employment-services/employer-resources>

Paradise Valley Community College—<https://www.paradisevalley.edu/students/career-services/internships>

South Mountain Community College--<http://www.southmountaincc.edu/career-services/>

15. Who do I contact for more information?

Please contact Dr. Elizabeth (Liz) Cantú who can be reach directly at:

Office (480) 884-1546

E-mail Elizabeth.Cantu@asu.edu

Frequently Asked Questions—Community College Program Partners:

1. How can community colleges participate in the Poder program?

The Poder program started during the spring 2016 semester. The goal was to expand the program to a new community college each semester. Since the current grant cycle goes through December 2018, we estimate being on six campuses by the end of the grant.

2. What does it mean to be a college partner campus?

College partner campuses host the five-week Poder entrepreneurship training and are open to having students from other Maricopa Community Colleges attend their sessions if it works best for students based on their availability and location in the Phoenix metropolitan area. Partner campuses also have a college liaison/administrator who attends regular meetings to discuss Poder and the Cisco Innovation Challenge.

3. What is the role of a college partner liaison/administrator?

The college partner/administrator assists with scheduling the rooms for Poder sessions on their campus, identifies where to store the snacks and program materials on their campus, helps recruit students, and assists with programmatic needs, such as identifying program facilitators for this campus.

4. What is the time commitment for a college partner liaison/administrator?

Past college partner liaisons/administrators have shared that it takes between 3-5 hours per week to assist and work on the Poder program with the Poder ASU program manager.

5. What type of financial support does the college partner campus get for having the Poder program on their campus?

There is no direct financial support or compensation that gets offered to the college partner campuses. ASU Entrepreneurship + Innovation does cover:

- the facilitator stipend and training
- curriculum development costs
- marketing materials and designs
- program materials and supplies
- site visits in the beginning, middle, and end of the program
- working closely with the community college partner to implement Poder on their campus

6. Who teaches the Poder program?

We ask each college partner liaison/administrator to recommend a person with an entrepreneurial background to teach and facilitate the Poder sessions on their campus.

7. Where can I get marketing support for program promotion?

During summer 2017, the Poder ASU program manager met with the MCCC District Marketing and Communications team to discuss how the District Office can offer support to colleges during the district-level transitions. Here is what was recommended:

The MCCC District Marketing office agreed to help promote Poder through social media channels and there should be an article in “The Maricopa” about the program.

The updated marketing contacts (<https://chancellor.maricopa.edu/marketing-communications/contact-us/marketing-contacts>) for your colleges are:

South Mountain & Paradise Valley—MCCC District Marketing office. For additional assistance with marketing on your campus, SMCC calls (602) 243-8030, PVCC calls (602) 787-6606, or both submit a Marketing Workorder at

<https://www.wrike.com/frontend/requestforms/index.html?token=eyJhY2NvdW50SWQjOjE2MDAzNjMsInRhc2tGb3JtSWQjOjcyNDI2fQk0NjU0NzgzNTUzOTg5CWY4NWYzZmZmMGRmNzM0YzRINTE2MWUzOTVjYjM1YTlkYWlwZDNhMjE1NTUyOWQ0OTMyYzY1OGEzNTVkdODNkZWU=>

Glendale—Alka Arora Singh at tressa.jumps@gccaz.edu or (623) 845-3605

Estrella Mountain—Jonathan Robles at jonathan.robles@estrellamountain.edu or (623) 935-8502

Mesa—Mary Jordan at mary.jordan@mesacc.edu or (480) 461-7795

8. How many students are needed for a Poder session to make on the college campus?

As of this fall 2017 semester, we ask for a minimum of 12 students to be enrolled in the Poder program in order for a session to be hosted on the college campus.

9. When will the marketing materials be available to promote the program and recruit students?

For the fall 2017 semester, the Poder ASU program manager will deliver on each campus: 100 flyers for the fall 2017 Poder sessions, 100 flyers for the fall 2017 Cisco Innovation Challenge and 50 spring 2018 Poder session flyers on Monday, Aug. 14th and Tuesday, Aug. 15th.

In addition, marketing materials for the fall 2017 and spring 2018 semester is available at <https://www.dropbox.com/sh/42h1h2wtx5pcn8r/AADXo70Ag5wtObUSAzxB7aOra?dl=0>

10. Is there flexibility on the deadline dates for applications?

There is flexibility on the fall 2017 and spring 2018 application deadlines. The Poder ASU program manager will work with college liaisons/administrators as those deadlines approach to see if the dates need to be extended.

The November 15th Cisco Innovation Challenge is a hard deadline since judges have to review applications, decide who advances to the live pitch event, and students need to be notified with time in order to prepare.

11. Does ASU plan to extend or reapply for the Poder grant after December 2018?

ASU Entrepreneurship + Innovation plans to continue the partnership with college partner campuses to offer the program to students through December 2018. There are no current plans to extend or reapply for the Poder grant after the grant cycle ends.

12. Is it possible for Poder students who do not have an Internet of Things (IoT) solution or innovation to participate in other funding competitions to win seed money?

Yes! We encourage Poder students to be entrepreneurial and seek out funding opportunities in the Phoenix metropolitan area ecosystem and beyond. Also, some of the college campuses have started to offer their own pitch contests for students. For example, South Mountain Community College has their Student Venture Pitch and Estrella Mountain Community College has a Shark Tank event.

Frequently Asked Questions—Program Facilitators:

1. If I teach at a Maricopa Community College, can I be a Poder facilitator/teacher?

Yes! We actually like that you are part of the college campus as you can be a support students after the Poder program is done and you can work with the college liaison/administrator to build or expand the entrepreneurial ecosystem on your college campus.

2. What do Poder facilitators get compensated?

We compensated facilitators \$2,500 for the semester that they facilitate the Poder program. Facilitators are also expected to mentor students throughout the semester by setting up 1:1 meetings and/or making themselves available to work with students on their business idea outside of the Poder sessions.

3. How do I get paid as a Poder facilitator/teacher?

ASU will compensate Poder facilitators via a check mailed to the address provided on the paperwork you fill out for ASU.

4. Can I be a Poder facilitator on multiple campuses?

We work with college liaisons/administrators to identify individuals who would be good facilitators for the Poder program. Therefore, if you are interested in being a part of the program on multiple campuses, we can put you in contact with that college lead/liaison.

5. What type of paperwork do I need to fill out to be a Poder facilitator/teacher?

We will provide the ASU forms that we will need you to fill out in order to disburse compensation for being a Poder mentor this semester. We include some tips below with hopes that it will simplify the filling out of the paperwork:

New Vendor Setup

The first two attachments (named FACT_compliant_sub_W-9 & Vendor_Authorization_Form) are tax forms. Please enter your information in all applicable fields.

DPSO Forms (Any payments over \$100 or more, but less than 10k)

For the attachment named ASU_dpso_1st Part, please fill out:

“Name of Service Provider”

“Mailing Address”

“Phone”

“Fax”

“Signature of service provider” and “date”

ASU Independent Contractor Checklist Forms (Any payments over \$600 to an individual or individual LLC (Can determine this if they filled a SSN rather a EIN tax id))

For the attachment named ASU_independent-contractor-checklist_Poder Venture Mentor, please fill out:

“Name of Service Provider”

“To be completed by the Individual” questions noting “yes” or “no”

“General Information” fields, specifically the “Service Provider’s Name,” “Service Provider’s Social Security Number/TIN,” “Service Provider’s Mailing Address”

“Certification of Service Provider” signature

Due to the sensitive information that these forms require, you can fax them over to (480) 884-1888.

6. What is a “Poder site visit”?

The Poder ASU program manager will coordinate a schedule with you to visit your sessions throughout the five-weeks. This allows the ASU program manager opportunity to observe and learn more about the ideas that students are working on. This also allows them to answer any questions that Poder facilitators and/or students have about the program. At times, the ASU program manager can provide examples and/or co-teach a lesson.

7. Can I ask the research project assistants to help me during a Poder session?

Yes! The principal investigator, Dr. Alissa Ruth, sees no issues with research assistants participating and/or helping in the Poder sessions as this is part of the participant observer role.

8. Where can I find the Poder curriculum?

The Poder curriculum is posted on a Canvas course page that is developed for Poder facilitators. You also have access to the materials in this Dropbox folder:

https://www.dropbox.com/sh/jsz8kv2f72vo3m2/AADiY_Ox1Q4_luH9qNokS_HQa?dl=0

9. How do students have access to the Poder curriculum?

We work with the Maricopa Community College Center for Teaching and Learning to set up the Canvas course page for all students enrolled in that semester. We decided to do this so students have central access to the Poder curriculum and materials and since they are familiar with this platform as they use it in their college courses.

10. How do I or Poder students access the free online Cisco Networking Academy courses?

The Cisco Networking Academy has created a campaign page with these five online computer classes that are available to Poder program students and facilitators:

- [Linux Unhatched](#)
- [Intro to Internet of Things \(IoT\)](#)
- [Get Connected](#)
- [Packet Tracer Know How](#)
- [Entrepreneurship](#)

Individuals self-enroll on this link: http://csrinfo.cisconetspace.com/Landing-pages_ASU-Self-Enroll-Course-Campaign.html

Access to this campaign page is available from June 15, 2017 to May 31, 2018.

11. Can I bring in additional activities and examples to the Poder curriculum?

Yes! Part of being a culturally responsive program is that facilitators ensure that the content covered meets the needs of their students. Therefore, we encourage you to own the Poder curriculum and tailor it to your students' needs and interests.

12. When does the Poder Canvas page expire? Should I tell my students to download and/or print the materials?

We have worked with the Maricopa Community College Center for Teaching and Learning to set up the Canvas course page does not expire. As long as students are enrolled in the Maricopa Community College system and have access to the Canvas Learning Management system, then they can access the curriculum and materials.

If students are not planning to enroll in future semesters and/or if they graduate, then we would encourage them to download the materials for future reference.

13. Is the Cisco Innovation Challenge only for current Poder students?

No, the Cisco Innovation Challenge is open to all students within the Maricopa Community Colleges who have an Internet of Things innovation or solution. Therefore, past and current participants of the Poder program as well as students who have not participated in the program are eligible to apply.

14. How do I know who is enrolled in the Poder session that I facilitate?

You will work directly with the Poder ASU program manager to get a list of students as soon as the students are selected for that semester. This allows you to get a sense of the students and the business ideas that they have prior to the start of the Poder sessions.

15. If I have to miss a Poder session due to illness or an emergency, who should I contact?

Please contact the Poder ASU program manager as soon as you know you cannot make a Poder session by calling or texting (979) 492-7502. The Poder ASU program manager will immediately contact the other Poder facilitators and if they nor them can substitute, then we encourage that you post an announcement on Canvas informing students that the session is canceled.

Frequently Asked Questions—Maricopa County Community College District (MCCCD) Office:

1. Who is your target audience for this program?

Students from underserved/underrepresented backgrounds who are interested in entrepreneurship and who want to start their own business.

2. Is Poder open to all community college students?

Yes! As of the spring 2017 semester the Poder and the Cisco Innovation Challenge are marketed as open to all students district-wide.

3. What colleges currently offer the Poder program?

As of spring 2017, Poder is offered at:
South Mountain Community College
Paradise Valley Community College
Estrella Mountain Community College
Glendale Community College
Mesa Community College

4. How many credits does a students need to be enrolled in to participate in the Poder program?

Students have to be enrolled in a minimum of one credit hour within the Maricopa Community College system in order to participate in the Poder program.

5. Do students get course credit for participating in the Poder program?

Since the program is only five-weeks and free, students do not get academic credit.

6. *What is the time commitment for students in the Poder program?*

Participating in ASU Poder involves attending in-person sessions and completing self-paced virtual modules. We estimate that a student's participation is about 30 hours over the span of the five weeks.

7. *What can the MCCC Office do to support the college campuses who offer the Poder program?*

During the May 10, 2017 debrief meeting, college liaisons/administrators mentioned that the MCCC Office could assist with marketing and promotional support as they do student recruitment and outreach since some college campuses no longer had a marketing and communications team on their college campus.

8. *Who on the college campuses do I refer students to for more information?*

Students can contact ASU Entrepreneurship +Innovation for more information at:

Office (480) 884-1546

E-mail poder@asu.edu

9. *What are some of the ideas that students have won seed money for in the Cisco Innovation Challenge?*

During the May 2, 2017 Cisco Innovation Challenge, the first place winner project is a device designed to increase mobility for individuals with ankle injuries, and with sensors and Internet of Things (IoT), individuals are able to access physical therapy treatments remotely. The second place winner project uses proximity sensors in parking lots to collect data that through a digital map and mobile app users find open parking on college campuses. The third place winner project is a product that uses heat and weight sensors that activate Bluetooth on cell phones to remind caregivers/pet owners to not leave their children and/or pets in vehicles.

10. *How many students have benefits from the Poder program?*

We are proud to share that 125 students have participated and completed the Poder program.

Frequently Asked Questions—Program Mentors:

1. *How many students am I expected to mentor?*

We try to match up students and mentors based on the business idea that students are working on and the expertise of the mentor. During the spring 2017 semester, which was the first semester that mentors were part of the Poder program, each mentor got a list of 15-25 students to mentor. Mentors mentioned that about 10 students actively contacted them for help.

2. *Do mentors get compensated? If so, how much?*

Mentors get compensated \$2,000 over the span of 16 weeks to work with students on their business idea.

3. *What are common areas where Poder students need mentorship?*

Since students typically work through validating an idea during the five-week Poder program, many students are still figuring out what their idea is and what their value propositions are. Also, students likely have not pitched their idea before. Therefore, they need guidance in the elements of pitching. Lastly, if students are interested in competing in the Cisco Innovation Challenge, they may be figuring out if their business idea is an Internet of Things (IoT) solution or innovation. Students may need guidance in brainstorming how their business idea can use technology to make a positive impact.

4. Where should I meet with mentees?

Since the community colleges we partner with are across the Phoenix metropolitan area, we recommend setting up phone or Skype calls with students since we do not reimburse for mileage. However, if meeting in person is preferred, we can see if reserving a space in SkySong is convenient for you both. If not, meeting students at a coffee shop or on their college campus can also be an option.

5. How long should a mentor meeting take?

Mentors during the spring 2018 semester mentioned that most meetings lasted between 30-45 minutes.

6. How can I prepare for a Poder mentor meeting?

We expect students to prepare and/or lead the discussion with mentors and for mentors to patiently listen and then offer guidance based on their expertise. However, if a student is not sure what to do, we can recommend that mentors start the conversation with questions, such as “what do you hope to gain out of this meeting?,” “Tell me about your business idea?” “What do you most need help with?” or “My background consists of _____, where do you see me helping you on your business idea(s)?”

7. Can mentors participate in the program trainings and meetings?

Yes! We see mentors as an important part of our community of practice. We will inform you of the dates, times, locations for the trainings and meetings to see if you are interested/able to participate.

8. I am unfamiliar with the Business Model Canvas. Where can I learn more?

There are several free online resources. Here are a few:

+Acumen offers online courses. Their next free Business Models class starts Sept. 12, 2017. Sign up is available at: <http://www.plusacumen.org/courses/business-models-social-impact>

Steve Blank is another good resource as he and his colleagues developed the Lean Launchpad methodology for startups: <https://steveblank.com/category/lean-launchpad/>

Strategyzer’s Business Model Canvas is also great resource: <https://strategyzer.com/canvas/business-model-canvas>

There are several YouTube videos that take individuals through the different boxes on the Business Model Canvas, such as: <https://www.youtube.com/watch?v=QoAOzMTLP5s>