



DreamBuilder
The Women's Business Creator

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DreamBuilder Stakeholders

▶ Creators

- ▶ Freeport-McMoRan Foundation
- ▶ Thunderbird School of Global Management

▶ Developer

- ▶ Bluedrop Performance Learning

▶ Lead Partners

- ▶ Women's Business Centers of the SBA



DreamBuilder Overview

▶ Basic Elements

- ▶ Free, online business education program
- ▶ Available in English and Spanish
- ▶ 13 modules cover steps of starting (or growing) a business
- ▶ Business plan generated upon program completion

DreamBuilder Overview

▶ Target Population

- ▶ Women who want to start or grow a business

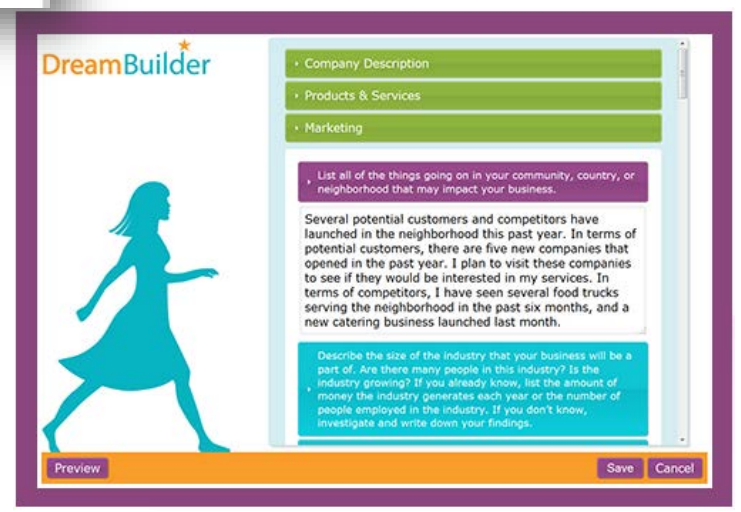
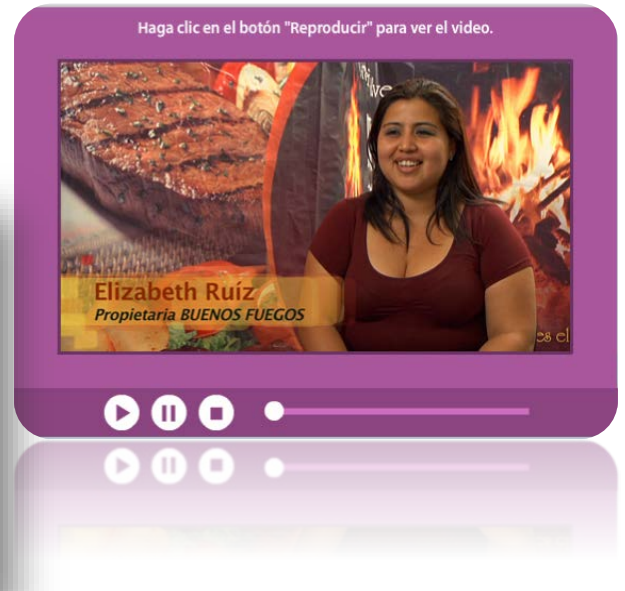
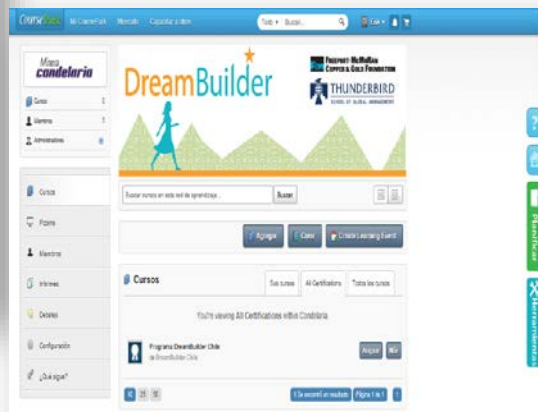
▶ Target Partner Organizations

- ▶ Non-profit and government agencies that serve Freeport-McMoRan mining communities and geographic areas of operation
- ▶ Entities that offer education, training, or entrepreneurship programs for women

Investing in Women: The Ripple Effect

- ▶ Women invest 90% of their incomes in families and communities (compared to men, who invest 30-40%)
- ▶ Women do 66% of the world's work, yet they only earn 10% of the world's income
- ▶ Continuing education helps close this gap

DreamBuilder Features



DreamBuilder Features

- ▶ **Fictional Character, Alma**
 - ▶ Guides modules and shares lessons learned
- ▶ **Engaging modules that include:**
 - ▶ Testimonials, games, and quizzes
- ▶ **Tools and Resources, such as:**
 - ▶ Start up costs and projections templates
- ▶ **Customized landing pages:**
 - ▶ Co-branded landing pages with reporting features
- ▶ **Business Plan Generator:**
 - ▶ Business plan generated upon completion

DreamBuilder Success to Date

- ▶ Launched in South America in 2013 and the United States in 2015 with the following registration numbers:
 - ▶ Chile: 1,500
 - ▶ Peru: 2,000
 - ▶ United States: 2,900

Learn More

▶ Visit:

- ▶ www.dreambuilder.org
- ▶ www.dreambuilder.org/demo
- ▶ www.Facebook.com/dreambuilderwomen
- ▶ www.youtube.com/user/DreamBuilderFCX

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