Experiential Education Faculty Celebration

Cherry Rose Tan and Jay Wong,
ENTR4800 Social Entrepreneurship
Agenda
Social Entrepreneurship Podcast

1. Introductions
2. Learning Experience
3. Case Studies
4. Q&A
Introductions

Who is the Instructor and the Industry Partner?
Instructor
Cherry Rose Tan,
Entrepreneur in Residence
Founders Eva Lau and Cherry Rose Tan: The truth about mental health for entrepreneurs

Eva Lau is the co-founder of a venture capital firm. Cherry Rose Tan is a serial entrepreneur and executive coach. They’re smart. They’re ambitious. They’re also intimately experienced with the problem of burnout.
Industry Partner

Jay Wong,
CEO of Podcast Your Brand
THE PREMIER PODCAST GROWTH AGENCY FOR B2B AND TECH BRANDS

WE LAUNCH AND GROW TOP 100 PODCAST SHOWS FOR OUR PARTNERS SO THAT THEY CAN BUILD BRAND AUTHORITY, GROW CUSTOMER BASES AND DOMINATE THEIR CATEGORY.

GET OUR PODCAST DOMINATION “TEMPLATES” THAT ANY BUSINESS CAN USE TO START GETTING NEW CUSTOMERS AND POSITION THEMSELVES AS THE MARKET LEADER.
Who Are We

Over the last few years, I have been the guy behind some of the biggest and most successful podcast launches in the thought leadership space as well as working with dozens of Inc. 5000 businesses.

However, it wasn’t always like this.

I started podcasting back in 2015, launched my first podcast into the #1 spot in Self-Help and that brought me my first thousand listeners and email subscribers. My show managed to win a couple of podcasting awards from iTunes in 2016-2017 and since then, I’ve managed and helped over 114 different business owners and entrepreneurs (and counting) launch their shows and monetize their brand.

About the Podcast

The Inner Changemaker

Build The Right Business and Brand To Create Your Legacy
Learning Experience

How was this Podcast Project designed and executed?
Podcast Project

- Create a 4-5 min Podcast Episode, exploring the portrayal of Social Entrepreneurship in the media
- Select another student as a Podcast Co-Host
- Interview a social entrepreneur and include them as your Podcast Guest
Learning Experience

• Goal: To create a professional body of work (Personal Brand), applying the skills of entrepreneurship in real life
• Design a “pretend” Podcast Show, as if you are the expert in that space – e.g. sustainable fashion
• Apply course frameworks to assess the industry and/or enterprise, inspired by Lean Startup
21 Phenomenal Podcasts

covering topics from mental health to sustainability

Attending a Live Podcast Recording

Students attended a virtual studio event with Jay Wong, award-winning podcaster and CEO of Podcast Your Brand.
Are you ready for some real talk? Let’s get started!

Pre-Face
- **Course Context:** CR introduces Jay to the class, telling students that they are witnessing a live “podcast” recording (30 min) + Q&A (until 4 PM).
- **Play Show Intro:** From iREALTALK, CR demonstrates what they need to do for their Podcast Project.

Fasade Questions

1. **Episode Intro:** CR to share about Jay (Founder & CEO, Podcast Your Brand) – why he’s on the iREALTALK Podcast
2. **Origin:** How did you get into podcasting?
3. **Value:** What podcasting has done for you as an entrepreneur and the other entrepreneurs you work with?
4. **Trends:** Talk to me about podcasting. We are live at the Schultze School of Business, with my 4th year students. What are the 2021 trends around podcasting, especially from a business value?
5. **Application:** In this class, we are focused on Social Entrepreneurship, meaning for-profit businesses with a social mission. How can podcasting be valuable in the social entrepreneurship space?
6. **Monetization:** One of the things I talked about working with you is in your mindset towards podcasting. Operating a business is not just about marketing, but about bringing in revenue. What are the best ways to monetize from a podcast?
7. **Lesson:** To end off the podcast, what is one lesson or pivoting message you would share?

Q&A
- Students to ask questions (either written or typing into chat)
- CR to moderate order of questions, if Jay would like
What Students Said...

"Podcasting in ENTR 4800 was an amazing experience. By getting the opportunity to creatively showcase my expertise on entrepreneurship, I was able to build on crucial, transferable skills, like presentation and engagement. I got to interact and explore ideas that I would have otherwise just read off a textbook. I highly recommend podcasting, which has been great for my business and personal development!"

Maliyat Nahar, ENTR 4800 Student

Head to the link in bio to check out this cool podcast by

Ahmad Ameen and Maliyat Nahar
Challenges

• Being intimated by the audio medium and/or recruiting a Podcast Guest
• Having to self-explore, rather than being told what show to create
• Learning how to edit and produce their own audio
Suggestions

• Provide an audio tutorial video and an exact software option
• Provide a podcast format to make their story manageable
• Provide weekly check-ins as a whole class – e.g. Q&As
Case Studies

What results were created from the Podcast Project?
Case Study 1
Digital Marketing Coordinator at Dovetail
Recommendation: Podcast

Presentation: Pre-Launch Marketing

No marketing plan in place. Brand the podcast to resonate with potential members of the Dovetail Community and highlight the message of trustworthiness and growth.

Countdown Posts:
- [Episode #1 - Name] Think about this with [Your Name]
- [Episode #2 - Name] Think about this with [Your Name]

Soundbites & Trailer:
- [Episode #1 - Name] Trailer
- [Episode #2 - Name] Trailer

YouTube Channel:
- [Episode #1 - Name] Think about this with [Your Name]
- [Episode #2 - Name] Think about this with [Your Name]
Think About This with Alexis Dean brings two smart entrepreneurs together to solve one fascinating business challenge. These conversations are normally hidden behind closed doors at masterminds and private entrepreneur events, but on this podcast you get to listen in and learn from the best in their element. Learn from the trials, tribulations, and expertise of successful entrepreneurs as they face their next challenges.
Case Study 2
Enterprise Brand Partnerships at #paid
I recently quit my job at a very large and reputable CPG company to work for #paid, a creator marketing company.

A lot of people disagreed with my initial decision. They thought, “You already proved yourself at ___. Why leave when you’ll have such a successful career with this organization.” You can imagine I was extremely conflicted.

Although I learned a lot at that company, it ultimately wasn’t the right fit for me at the time. Knowing this, I knew I had to make a change.

I came across #paid when Bryan Gold spoke in my social media class at the Schulich School of Business - York University in my last year of University. I thought, “Wow, this #paid company sounds amazing.” but at the time, I already secured a full time job.

Long story short, Bry was hiring for multiple positions at the company, and I had always had a love for the industry so I decided to give it a shot and reach out to him.

Three months later, I’m now two months into my new role on the brand partnerships team and have never looked back.

I can’t explain to you how much I genuinely love my job and the company I work for. Not only do they talk the talk, but baby do they sure walk the walk.

Summer Fridays, personal spending account, snack budget, learning budget, endless selfies (FYI we had a Gnocchi class last week hosted by Eataly - yeah, you heard me), and ultimately a team that I adore and feel 1000000% supported by. Those are only a few of the endless perks we get.

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About the podcast

Every episode we talk to founders and leaders at some of the most exciting DTC brands in the world. We discuss their vision, how they launched, and how they are growing their brand.

The podcast is distributed across all podcast platforms and on paid’s media site, Banknotes.
We learned that students have the capacity to become entrepreneurs and/or entrepreneurial, if given real-life examples and the space to integrate creativity with critical thinking.