

The Powder & the Glory
Website Expansion for Entrepreneurship Education

Powderglory Productions, LLC views web-based materials as an important adjunct to the content presented in our documentary *The Powder & the Glory*, which premiered nationally on PBS in March 2009. The documentary looks at the pioneering entrepreneurship of Helena Rubinstein and Elizabeth Arden. One hundred years ago these two women immigrated to America and, starting with nothing, created an industry and built highly successful companies that competed with each other for more than fifty years. The project directors have been working with educators to develop ideas for a web presence that will provide additional depth to the material presented in the film. The **goal** is to provide a set of resources that can be used either in conjunction with the film or as a stand alone, and that are available free to educators and students.

We have recently added the following features to the *Resources* section of the website:

- A timeline that graphically represents the careers of Arden and Rubinstein within their historical context
- A series of short articles, based on the film script, interview outtakes, and other research done for the film project, further developing various aspects of Arden's and Rubinstein's business careers and their times

We are now looking forward to adding additional resources, and are seeking sponsorship specifically for an expanded web-based outreach program for entrepreneurship education. The materials to be developed include:

- Case Study lesson plans developed by entrepreneurship educators that draw on specific aspects of how Arden and Rubinstein built their businesses and developed business strategies. Topics for case study development will be chosen in consultation with advisors. Possibilities include Lifestyle Branding, Pricing of Luxury Products in Hard Times, and Niche Marketing.
- Selected and cross-referenced transcripts of expert interview materials not used in the film that shed further light on the two women's entrepreneurial strategies
- Additional articles

We all need role models. We all need footsteps ahead of us in the fresh snow.

- Harvard Business School Professor Nancy Koehn, interviewed in *The Powder & the Glory*

The careers of Elizabeth Arden and Helena Rubinstein spanned two-thirds of the 20th century. Their pioneering entrepreneurship provides ample material to make fascinating case studies for all students of entrepreneurship, and especially for women in the field.

Both the film and the plans for educational materials have been developed in consultation with experts in the field of entrepreneurship education at Harvard Business School and

Babson College. Further, the producers have presented screenings and discussion for several entrepreneurship programs, including: Brandeis University's International Business School; Framingham State College (part of the 11th annual Anna Billa Lecture Series); Bunker Hill Community College (the program was the kickoff for the college's 2009 Entrepreneurship Week); and Salem State College/Bertolon School of Business. Students consistently respond with great interest and enthusiasm to the film and the entrepreneurial story it presents. After the presentation at Brandeis, Professor Robert H. Carver reported:

“Our students loved this film! They've been studying elements of business enterprise—marketing, strategy, finance, and so on—and they recognized the pieces coming together in the work of Arden and Rubinstein...*The Powder and the Glory* helped them approach their studies with fresh eyes, and the film served as a wonderful case study to integrate so many important ideas in our course.”

The **guiding purpose** of the planned web expansion is to harness the power of the film as a case study to related materials that will provide students with an opportunity to delve deeper into the lessons it presents.

We are seeking funds in the amount of \$25,000 to cover:

- Project directors' time managing the project and developing materials from research
- Consulting fees for educators to develop lesson plans
- Web design and implementation
- Design of an evaluative questionnaire

The planned materials will be added as a further expansion of the *Resources* section of our website at www.powderandglory.com.

The Project Directors have been heavily engaged in this subject matter for six years, and the Consultants are career experts in the field. The proposed project has the potential to add value and interest to entrepreneurship classes at no additional cost to students and institutions. Funders can be recognized for their contribution through mention on the website, or other negotiable considerations.

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