V81   UNITED STATES

FOCUSING ON INNOVATION
(7.5 minutes)

tinyurl.com/cctboxv81

Learn the origin story of Warby Parker from the four co-founders who came up with the idea after one of them lost his glasses. This comprehensive interview dives into everything that makes Warby Parker unique, including their branding, pricing, their "buy one, give one" program, and their customer experience approach.

Good for teaching, learning + practicing CT7, CT13, CT14, T3.6, T7.4, T12.5

V82   UNITED STATES

TURNING BUILDINGS INTO TESLAS
(7 minutes)

tinyurl.com/cctboxv82

If every building in the US became electric and stopped burning oil and gas, the result would be a 30% reduction in greenhouse gas emissions. Learn how Donnel Baird, CEO and founder of BlocPower, has built a social enterprise that's using creative financing and partnering with a growing number of cities across the US.

Good for teaching, learning + practicing CT12, CT14, CT20, T3.4, T7.2, T8.2

V83   UNITED STATES

CROSS SUBSIDIZING HEALTHY MEALS
(5.5 minutes)

tinyurl.com/cctboxv83

Learn about Everytable, a start-up founded in Los Angeles whose goal is to make healthy, fresh, and delicious food affordable for everyone, regardless of where they live. This social enterprise uses a creative pricing model and works to meet people "where they are" culturally, economically, and geographically.

Good for teaching, learning + practicing CT2, CT13, CT14, T3.9, T8.1, T11.2

V84   UNITED STATES

EMPOWERING OPPORTUNITY IN COAL COUNTRY
(4 minutes)

tinyurl.com/cctboxv84

Learn about how Brandon Dennison started Coalfield Development to help empower aspiring entrepreneurs in Appalachia create a diversified economy. He's designed a unique model that helps to incubate and grow social enterprises through mixing work, professional education, and personal development.

Good for teaching, learning + practicing CT1, CT7, CT8, T3.1, T7.4, T9.2

V85   UNITED STATES

CODING FOR CHANGE
(5.5 minutes)

tinyurl.com/cctboxv85

Learn about an organization that's using a human-centered approach to help make government at all levels work well for everyone. Founded by Jennifer Pahlka, Code for America works with citizens and critical stakeholders to help government programs realize their potential.

Good for teaching, learning + practicing CT6, CT10, CT13, T4.2, T6.3, T11.1