Freeport-McMoRan’s DreamBuilder: The Women’s Business Creator

Helping women convert dreams into enterprises that enrich families, communities, and nations.

The Freeport-McMoRan Foundation created DreamBuilder in partnership with Thunderbird School of Global Management.

DreamBuilder is a free, entrepreneurship training program offered in English and Spanish. The program consists of courses covering the foundational business knowledge needed to start and grow small businesses and includes:

- Courses such as marketing, pricing, and bookkeeping
- Engaging games, exercises, testimonials from successful entrepreneurs, and video storytelling to make the learning fun
- A built-in business plan generator guides participants in creating a personalized, editable business plan
- Tools and templates
- Online and offline accessibility

The program has led to business success and greater adoption of beneficial business practices for participants as evidenced by responses to surveys of graduates in 2016. More than 55% of graduates reported an increase in sales after finishing the program. 96% of graduates started tracking their expenses and 56% expected to start pay themselves a salary. Graduates, on average, agreed or strongly agreed, with the statement that the DreamBuilder increased their confidence.

Partner organizations around the globe, including the Small Business Administration (SBA), the U.S. Department of State and Embassies in Chile and Peru, El Abra Mine and the Centers of Business Development of SERCOTEC, a government agency that sponsors small businesses in Chile, and the Cerro Verde mine, the Arequipa Regional Government, and Cerro Colorado Municipal District in Peru, offer the DreamBuilder program to their clients.

THUNDERBIRD FOR GOOD
A legacy of supporting women entrepreneurs

The social impact division of Thunderbird School of Global Management, Thunderbird for Good’s mission is to “create prosperity through business education for all.” Thunderbird for Good focuses primarily on delivering programs that train, support and engage businesswomen in developing countries and has educated more than 130,000 women professionals from all over the globe, including Afghanistan, Pakistan, Jordan, Malaysia, Haiti, Chile, Peru and Mexico.
Freeport-McMoRan is a natural resources company with headquarters in Phoenix, Arizona. The company operates large, long-lived, geographically diverse assets with significant proven and probable reserves of copper, gold, and molybdenum. Freeport is the world’s largest publicly traded copper producer, the world’s largest producer of molybdenum, and a significant gold producer. Freeport-McMoRan is committed to investing in sustainable community development efforts in all of its mining communities. The Freeport-McMoRan Foundation has established DreamBuilder with the goal of providing women entrepreneurs the opportunities to reach their full potential and achieve economic success.

DreamBuilder is accessible anywhere, anytime for free in English and Spanish. It consists of 12-13 courses and includes:

- A Business Plan Generator
- Testimonials from Successful Entrepreneurs
- An Animated Series (English Version)
- A Telenovela/Soap Opera (Spanish Version)

“DreamBuilder helped me identify the value of my time, pay myself a proper salary, and position my branding.”

- Elizabeth Mamani León

Thunderbird for Good | DreamBuilder

THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT
A unit of the Arizona State University Knowledge Enterprise

Founded in 1946, Thunderbird School of Global Management is consistently recognized as the world’s premier institution for global management education. Thunderbird’s unique mission is to educate global leaders who create sustainable prosperity worldwide. Our dedication to global citizenship is exemplified by the “Thunderbird for Good” initiative, which brings the school’s faculty, curriculum, expertise and international networks to aspiring businesspeople that otherwise would not have access to high-quality management education. Thunderbird for Good’s educational and mentorship programs primarily serve entrepreneurs from developing and emerging economies, many of them women. More than 130,000 women entrepreneurs from 60 countries have participated in Thunderbird for Good programs since the initiative was founded in 2005.