

---

# A STIMULUS THAT WORKS

## PHILANTHROPIC STRATEGIES FOR BOOSTING ENTREPRENEURSHIP

---

MAY 14, 2009 · EWING MARION KAUFFMAN FOUNDATION · KANSAS CITY



### BETH DANIELS

SUPPORT FROM: **Innovate VMS**

OUTCOME: **Around the Table Games**

Beth Daniels taught a management class for occupational therapists at Washington University. One day she attended a Kauffman-funded lecture on entrepreneurship. She was inspired. Determined to start her own business, Beth joined Innovate VMS, the first replicate of MIT Venture Mentoring Service. With support from Innovate's team mentoring program in St. Louis, Beth created an award-winning line of conversation games that encourage families to talk to one another. Beth credits the Innovate program with helping her to create a solid business plan, increase distribution channels, and achieve her vision. "I'm very grateful," she said, "to the people at Innovate and to the Kauffman Foundation for helping me to make it possible for families to share time together through my table games."