

LOOKING BACK AND LOOKING AHEAD: REFLECTIONS FROM BECKY LEVIN, EXECUTIVE DIRECTOR

In the late 1980s, my husband, Mark Levin, and I were an active part of San Francisco's booming biotechnology industry. We were privileged to be exposed to and involved in this new industry primed for innovation and success. As our careers flourished, we noticed many young people in our neighborhood who might benefit from a similar experience of bringing new ideas to life and building their careers in parallel. We reflected on how these young people's lives would change if provided the opportunity and the resources to open doors to their futures. Young in our careers, we never lost sight of these takeaways and knew our paths would propel us beyond simple exploratory ideas.

When we relocated to the Boston Metro area, the biotech industry became an engine for economic growth. Yet, the people living in the communities around these growing industries largely did not have access to and were not benefiting from this growth. The same pattern of disconnect between opportunity and potential we had seen in San Francisco was present here as well. Compelled to take action as inequities were significantly deepened during the 2009 recession, we joined forces with Gary Cohen, Joe Faber, Peter McLoughlin, Laurence Reid, Cynthia Harmon, Jake Murray, and Maria Mossaides to conceptualize a program that would support young people in developing a sense of agency over their own lives, confidence in their ability to strive and succeed, and the entrepreneurial spirit and skills that will enable them to be successful in any future career path. In 2011, this idea became "The Possible Zone."

Today, The Possible Zone (TPZ) is a STEAM-infused and entrepreneurship-focused youth development program for high school students. We support young people in identifying and exploring their passions through experiential and project-based learning and provide students with a stipend so they can earn now while also investing in their futures. To date, we have served 1,000 youth in the greater Boston community, focusing on students in grades 10 through 12.

In the past three years, we made the strategic decision to bring our state-of-the-art makerspace to a community where it might not typically be located, as a catalyst for local innovation, entrepreneurship, education, postsecondary pathways, and equity. Our new 36,000-square-foot Innovation Center, located in the vibrant Jackson Square neighborhood in the heart of Boston's most diverse and youth-populated communities, stands as a catalyst for education, employment, job training, and postsecondary pathways for high school students and young adults. It creates and fosters a safe, supportive, and inspiring space for students to learn and develop. By collaborating with an ecosystem of community and business partners, TPZ offers students a full array of wrap-around services and work-based learning (WBL) opportunities all in one space.

We're excited to build upon our decade of growth and learning to deepen and expand our impact in Boston and nationally. We welcome students and families who are eager to create their pathways for the future to join our program. With support from community organizations, corporate partners, and funders, we can ensure that our model and insights are available to as many young people as possible. We seek industry partnerships that provide students with opportunities to explore careers, sharpen skills, grow professional networks, and pursue future job possibilities. To date, TPZ students have consulted with organizations such as Converse, the Black Inventors Hall of Fame, Faber Law Group, Citizens Bank, and Save the Harbor, Save the Bay.

Please take this as our invitation to tour the new facility, meet our team, and see for yourself what's possible with The Possible Zone!!!



Becky Levin



MISSION, VISION, AND VALUES

The Possible Zone was founded originally as The Possible Project in 2009 by biotechnology entrepreneurs **Becky** and **Mark Levin**, **Gary Cohen**, **Joe Faber**, **Peter McLoughlin**, and **Laurence Reid**, and education and human service leaders **Cynthia Harmon**, **Jake Murray**, and **Maria Mossaides**. Their shared goal was to support high school students with unlimited talent but less access to opportunities and career-enriching experiences.



Since then, we have served 1,000 students in the greater Boston area and are poised for a period of expansion — both in the number of students served and in local and national impact. In 2022, our tenth year of operation, TPZ has a bold vision for the future of education and career readiness driven by a passion for youth development, rooted in research and data, and informed by our history of serving students in Boston and Cambridge.

MISSION

To advance economic equity by ensuring young people develop the entrepreneurial spirit, skills, and networks to launch successful careers



VISION

A world where young people shape their own futures

Our newly-opened Innovation Center is located in one of Boston's most diverse and youth-populated communities. The building's placement is purposeful to make our program — a transformative STEAM-infused youth development and career readiness model — available to high-school-aged students who often lack access to these opportunities. In the coming years, we aspire to extend our reach beyond Boston to bring TPZ to new communities across the nation while equipping others in the field with the tools needed to support young people in their communities.

Ultimately, we are committed to helping students find their passions; cultivate essential skills, mindsets, and assets; and shape their futures so that they can experience upward economic mobility in their chosen career paths.

THE POSSIBLE ZONE'S VISION FOR YOUNG PEOPLE

What if all young people could follow their dreams?

What if they knew about the full range of careers that are available to them?

What if they were given the opportunity to intern in real-world work settings while still in high school?

What if they had the chance to learn social, emotional, and technical skills needed to succeed in any career?

What if they had the opportunity to design and launch a company or community project they were passionate about?

And, equally as important, what if they were enrolled in a program that could help them cultivate and enhance their entrepreneurial spirit, in a setting where their imagination and creativity could run wild, where everything is possible and where their limitless potential is ignited?

Would young people believe they could pursue these careers or any others they choose?

Would they become what they had dreamed?

At The Possible Zone, we are helping young people make their dreams a reality!

THE CHALLENGE AND OPPORTUNITY DRIVING OUR WORK

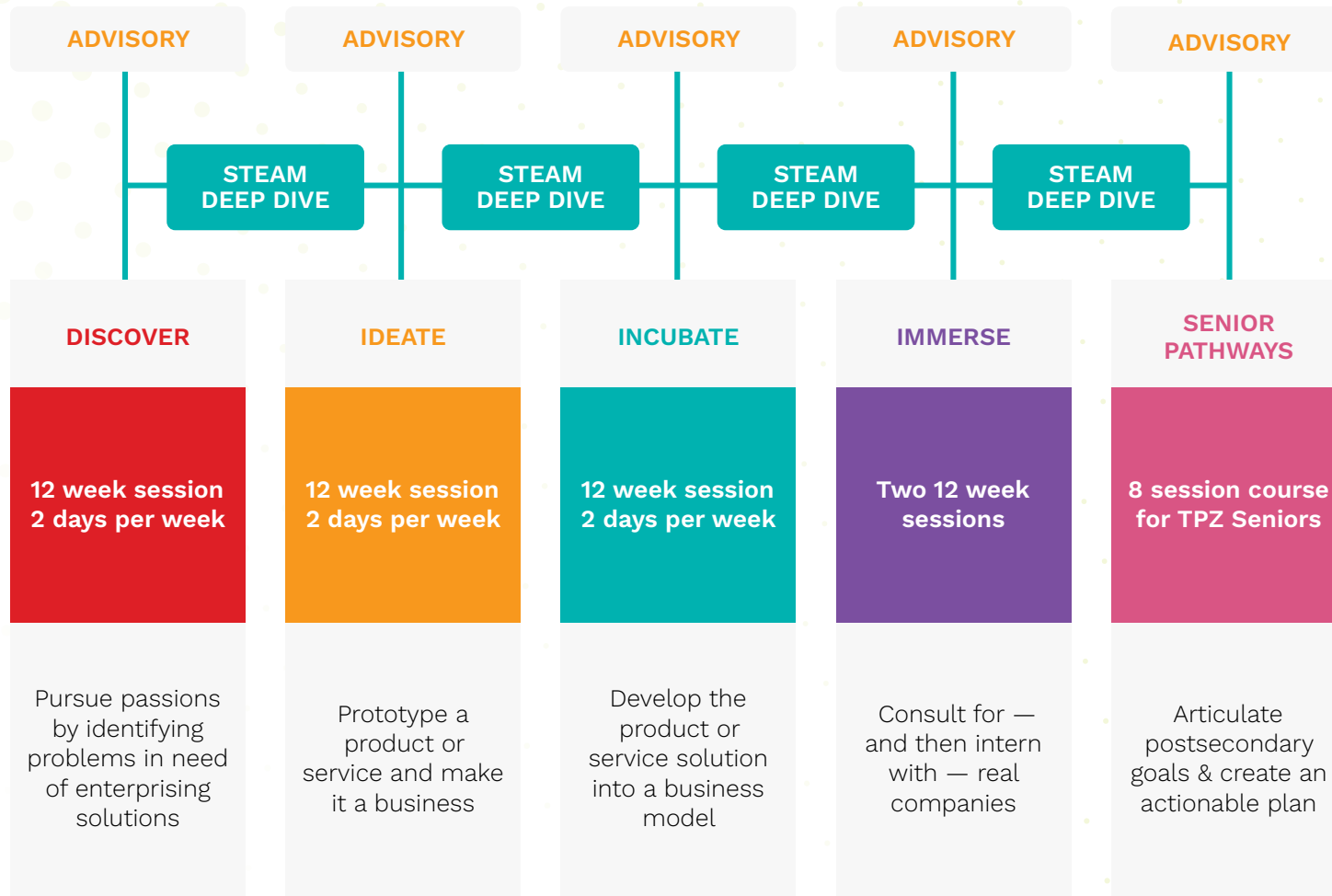
Massachusetts, and Boston more specifically, is a perfect illustration of the opportunities and challenges presented across the United States by a high-growth innovation economy contrasted with inequitable education, talent, and workforce development systems. The gap between potential — which is equally distributed — and opportunity, which is out of reach for many, dramatically limits the possibilities many young people hold for their lives and our ability to thrive as a country and community.

It is critical that we recognize the interconnected nature of the education and economic challenges in our country and create models that empower and inspire young people, while also increasing the opportunities and support available to them.

The Possible Zone team is guided by a belief that the best talent for local companies already exists in the communities and schools around them. Creating learning ecosystems that support local talent and connects them to opportunity can both enrich the lives of students and build the strength of communities.



THE TPZ STUDENT JOURNEY



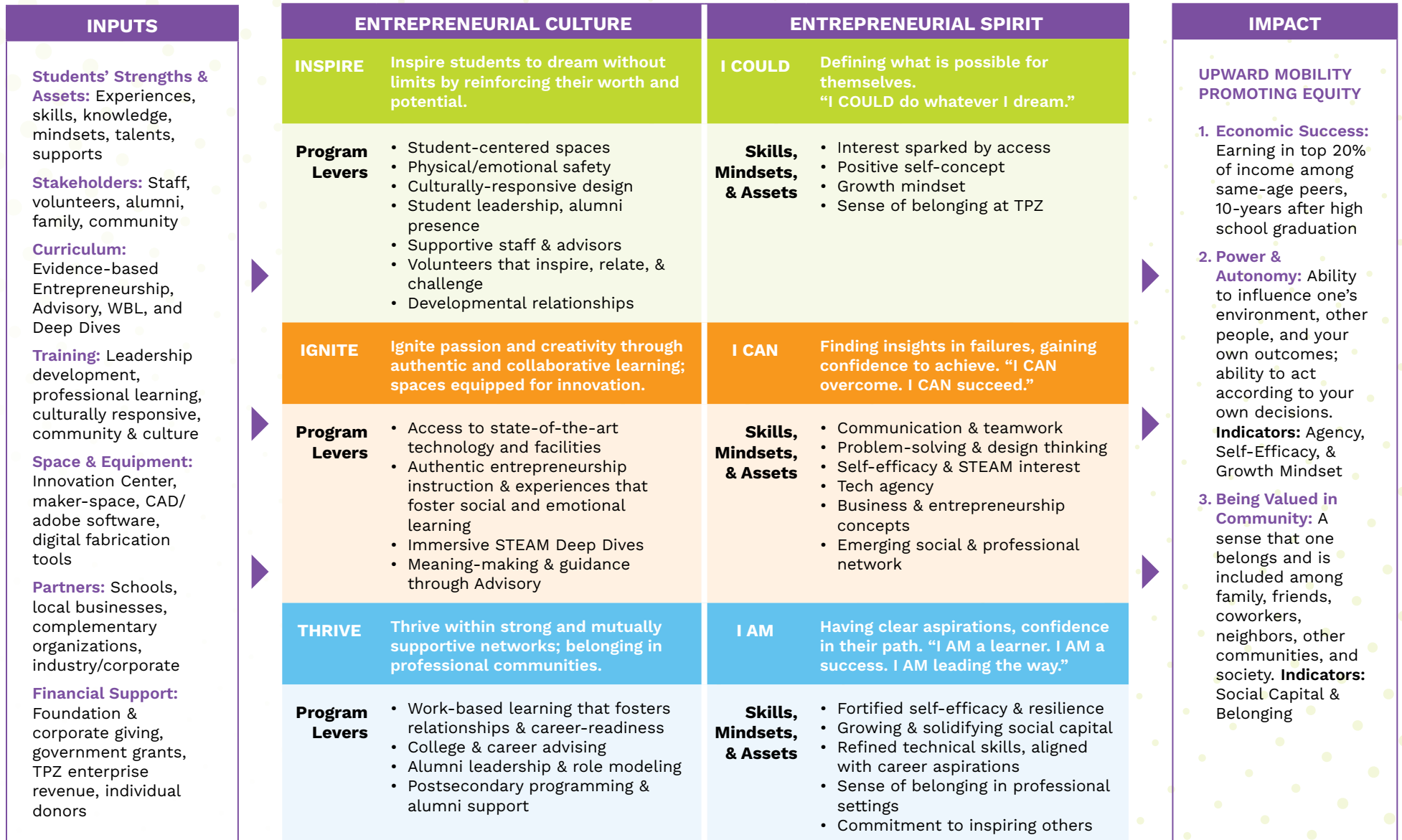
ADVISORY:
Individual & group advising with caring, trained staff.

STEAM DEEP DIVES
10- to 20-hour electives co-taught by TPZ educators and field experts

ADDITIONAL OPPORTUNITIES:
In addition to our core **ENTREPRENEURIAL SPIRIT** program with embedded **ADVISORY** sessions and **STEAM DEEP DIVES**, high school students keen to develop their businesses further can do so in **ACCELERATE**, while post-high school students can do so in **FELLOWSHIPS**.

THE POSSIBLE ZONE THEORY OF CHANGE

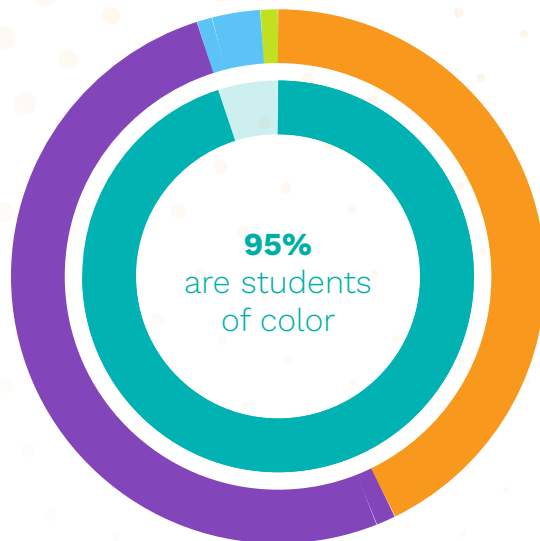
ADVANCING ECONOMIC EQUITY THROUGH AN ECOSYSTEM OF ENTREPRENEURSHIP, OPPORTUNITY, & RELATIONSHIPS



OUR IMPACT TO DATE

TPZ is committed to using data to ensure students receive the high-quality experiences they deserve and to continuously improve our model over time. Our five-year evaluation plan will support program refinement and identification of results with broader implications for the education and career-readiness fields.

Our Students



43% Male **4% Not Reported**
52% Female **1% Other**

Students who participate in TPZ report growth on skills, mindsets, and assets that are associated with personal, academic, and career success, including:

- **Strong peer and adult relationships**
- **Critical thinking**
- **Growth mindset**
- **Perseverance**
- **Optimism**
- **Teamwork**

83% of TPZ students indicate they have set clear goals for themselves to learn or improve — a strong leading indicator of a growth mindset in how students think about and manage their own lives and careers.

89% of TPZ students believe that doing well in school and focusing on education will help them in life.

97% of TPZ students expect to graduate high school and the same percentage feel confident they will find a job; **85%** of TPZ students expect to attend college or get further training.

Our Alumni & Community

TPZ students who remain with us through senior year enroll in college at a rate substantially higher than peers from their school.

88% of these TPZ students have gone on to pursue additional education after high school, with nearly **70%** enrolling in a four-year degree program; **3%** of our alumni have pursued certifications.

TPZ alumni report having strong connections to our organization:

42% indicate that they are working in STEAM careers

51% have kept in touch with TPZ staff or volunteered with us

83% would recommend TPZ to others

TPZ students have launched 400+ business ventures to date, some of which they've grown as a career.

BRINGING OUR IMPACT TO LIFE: TPZ ALUMNI



TPZ ALUMNI IN ACTION: SANDRO LAFONTANT

As a student at The Possible Zone, Sandro founded Bids for Haiti, a business that sold secondhand video games and electronics online. He then worked in a TPZ Enterprise, We Sell Possible, and developed workforce readiness skills. Today, Sandro is a Contract Manager at HubSpot.

Please describe the path you followed since your time at TPZ and what you learned along the way.

After building my foundation at TPZ, I was lucky to attend a four-year college, Fisher College, and studied Business Management. TPZ was always in my corner during college, making sure that I finished all four years. This was important because you don't know what is coming your way until you are in college.

I worked for We Sell Possible during college. It was a very flexible part-time role that allowed me to focus on homework and tests as needed. This provided funding to cover my books and expenses during college. After my studies, I became an employee of The Possible Zone, working in We Sell Possible as an associate. This provided me the work experience I need for my resume.

I have learned how to be an entrepreneur while at TPZ; this is humongous because I was an A student in my college entrepreneurship classes the first year that jump-started my college studies! It has taught me time management, flexibility, efficiency, attention to detail, and I built the discipline that comes with having a job. I fulfilled my responsibilities.

What factors helped you achieve your goals and overcome challenges?

Learning not to block myself from opportunities and see them as doable. Originally, I did not think I had it in me to go to college. TPZ played a pivotal role by having the right counselors who supported me and helped me realize I could attain a degree. That is why I think TPZ is such an important place for students.

What did you learn at TPZ that has proven particularly valuable and meaningful?

Being the speaker at the 2015 TPZ gala taught me public speaking skills. Before that, I never spoke to a big crowd before. It opened me up. I learned discipline at TPZ that helped me achieve so many of the things I have achieved. I learned that executing is essential.

What message or advice might you share with students who are currently attending and/or considering TPZ?

The Possible Zone has many opportunities that can open you up to a lot of career possibilities. It is up to you to take those opportunities and execute them. TPZ will always be in your corner 100 percent!



“I benefited from TPZ by getting an education and learning new skills. The network I achieved from my time at TPZ is valuable. These contacts have been so helpful in building my professional career and personal life.”



TPZ ALUMNI IN ACTION: ANIKA CHOWDHURY

Anika was one of the first students at The Possible Zone. She developed a line of food sauces and also participated in the TPZ Enterprise, Made Possible, where students created a line of greeting cards and marketed them to businesses and families.

Please describe your path since your time at TPZ and what you learned along the way.

I initially went off to college in a pharmacy program, but the more I worked in that field, I craved something more interactive and creative. TPZ engaged my creative side and ignited this skill in me. After college, I interned at Sage Therapeutics and worked in marketing. TPZ introduced me to this internship opportunity, which was an incredible experience. My first full-time role was with Collegium Pharmaceutical Inc. as a marketing coordinator. After one year, I was promoted to a senior marketing associate. Collegium was my home for three years.

Craving experience in a different therapeutic area and patient marketing experience, I turned to my network. This is where the TPZ connection came in again; a contact from my internship at Sage Therapeutics introduced me to my current company, Abireo Pharma, Inc., where I secured a product manager role in global marketing. We launched our first commercial product in July. I worked on our website and patient support system. I love what I'm doing.

There have been so many times where I could have stopped or not pushed myself so hard, but resilience is key. If I ever question, "Am I good enough to fill these shoes?" — I push myself forward. Believing you can do it, is really what it comes down to.

How did you overcome the challenges you've faced since your time at TPZ?

My support system, my parents and the friends and contacts I made through TPZ. I love that I can give back financially to my family. I have taken my parents on vacation to London, Morocco and Spain. It feels good to be able to do that because they gave so much to me.

What stands out to you as a memorable TPZ experience?

I loved sitting in the fishbowl and popcorning ideas. There were so many activities I never would have experienced, like interviewing people at a business or pitch panels, where you presented your business to adult judges.

What message or advice might you share with students who are currently attending or considering TPZ?

Do it. No reason not to do it. It is a valuable way to use your time. A huge part of life is networking, and this aspect of TPZ afforded me so many opportunities. Try something that pushes you outside your comfort zone.

I talk about TPZ to this day! It was such a memorable experience, I made life-long friends, and I don't know any other place where you can have this type of experience.



"TPZ shaped my career path, it opened my eyes to the business side of things. I never thought about this before. Now, I am working in the commercial function of a pharma company!"

TPZ ALUMNI IN ACTION: IMTIYAZ HOSSAIN

Imtiyaz Hossain started an event planning venture at TPZ, known as The Greenroom Experience.

What has been your path since your time at TPZ? What have you learned along the way?

Right after TPZ, I went to Tufts University for my undergraduate degree and majored in Biology. I was very academically focused, but TPZ helped me realize that I should explore opportunities outside of school. That's when I started acquiring many internships in biotechnology companies, consulting, marketing, clinical research, and academic fellowships. After graduating in 2017, I pursued a Master of Public Health degree at the Tufts University School of Medicine, where I was introduced to the study of biostatistics, data science, and AI.

A significant turning point was when my internship with Sage converted into my first full-time job while pursuing my MPH degree. TPZ was gracious enough to introduce me to Sage Therapeutics, and it will be the most fruitful connection of my career. Sage gave me funding for my own projects, and I was promoted from intern to Coordinator to Associate to Manager, all within three years. I was then offered a job at Takeda Pharmaceuticals as an Associate Director at 24 years old, and that is where I am now since August 2020.

What are you proud of achieving since your time with TPZ?

I'm proud of my mindset. I love being a "jack of all trades." You are taught to specialize in one thing in traditional education and keep building on that single foundation, but I didn't want to pursue the status quo. I have loads of interests, it is a part of who I am, so I enjoy being active in many pursuits.

One of them is my side hustle, Zafir Calligraphy, a small business on Etsy, where I'm creating custom Arabic calligraphy pieces for my customers. This small hobby became a business that produces \$15,000 annually and is still growing! I also became an Adjunct Professor of Public Health and Community Medicine at the Tufts University School of Medicine because I enjoy teaching.

These are just some of the things that I love to do, and I make money doing what I love. I learned at TPZ that if I'm great at something and I love doing it, then never do it for free!

What do you believe the future holds for you?

I want to continue teaching, stay in the private sector, and go into philanthropy. Growing up, I was a part of many programs that catered to under-resourced families, and it helped me tremendously. I now want to give back. These programs were a make-or-break opportunity for me. I might even want to be a board member and be more involved.

What advice might you share with current TPZ students?

Become financially savvy as soon as possible. My biggest regret was not being educated sooner. Explore everything you enjoy and try everything you are unsure about — the things I was uncertain about became my career. Take that risk. You never know how impactful it can be.



"TPZ gave me that extra push to be excited about risks and go outside my comfort zone. Fear was the only thing stopping me — I got rid of that fear."

TPZ ALUMNI IN ACTION: JOSHUA ELYSEE

Joshua remembers his TPZ years as a time of experimentation and lessons learned, a place where he started a couple of different businesses while in high school. Once in college, his entrepreneurial spirit emerged once again and led him and a friend to found Jefe, an apparel company. Jefe, which means boss in Spanish, has become his passion and he wants to scale the business and run it full time.

What do you feel particularly proud to have achieved since your time with us?

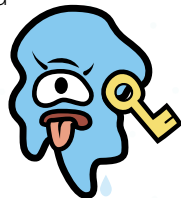
Getting into Bentley was my first choice of universities. People I respected from TPZ went to Bentley.

I'm also proud of Jefe. We do luxury leisure clothing. This is a trend for streetwear clothing. We get most of our business by social media via our website. Our brand was built on exclusivity, and that is how we get social currency. We also do pop-up events.

I'm also interested in giving back. Jefe did its first back-to-school drive, donating over 100 sets of school supplies. Success is defined by how many people I can impact.

Do you believe that you are on the path to achieving your goals?

I am 100% achieving my financial and personal goals. Every day, I improve one percent. I keep my long-term goal in my tunnel vision, to run Jefe full time. I won't even live to see how far Jefe will go. I want to pass it down to my children and then their children to create that family wealth. This goal starts with me, I'm the first and will need to work a little overtime, but I don't want my children to work as hard as I did to get to this point. I have a single mother and didn't come from much. My accomplishments are out of the ordinary for my family.



What factors have helped you achieve your goals and overcome challenges?

The people around me, I have a lot of support from people in my personal life or people who know Jefe. I've been able to practice perseverance. Not everything falls out exactly as you planned, but you need to keep going. We have been challenged at Jefe but learn from it. I adopted the mindset that a mistake is only a minor setback. The only way to fail is to quit.

What do you believe the future holds for you?

My future is very bright. I'm a firm believer in affirmations.

I see myself running Jefe, impacting many people and giving back to others in terms of training others. Perhaps Jefe might be that umbrella company that offers financial training to others.

What stands out to you as particularly memorable experiences from your time at TPZ?

So many memorable times. The teachers at TPZ introduced us to a clothing designer to learn how to sew. The designer taught us how to make a hoodie from a pillowcase and other creative exercises. TPZ taught us how to handle our financials, tax compliance, and handling money responsibly. I also learned tools like Adobe Creative Cloud to do my



designs. I was young when I had these experiences, so I didn't take it as seriously then, but was inspired by the older students who were serious. This became apparent once I started my college business, the learning lessons came back to me. My old-self would be proud of the current-me.

What advice do you have for students who are currently attending or considering TPZ?

If you are currently in the program, be a sponge. Take everything seriously. You will learn more at TPZ than what you learned at school that day. Apply what you learned. Build a network and build skills.

If you are considering taking the program, do it, it can change your life in ways you can't even imagine right now. When I joined that circle, I remember that first day, we were talking about what we wanted to do in the future. There is amazing potential at TPZ.

TPZ ALUMNI IN ACTION: AICHA KABA

Aicha was in TPZ's second cohort where she co-founded the student venture, By Us Girls, a traveling manicure service.

What have you learned since your time at TPZ?

It's been a decade and a year since I started high school. I wanted to be an entrepreneur, but I didn't know the word for it. Entrepreneurship allows me to pursue my creativity. A lot of things may seem unattainable, but they are 100% attainable. I have learned to ask the right questions.

What are some things you feel particularly proud to have achieved since your time with us?

Really Just Shae, my new skincare line, and the fact I can do this business. I love it, love working on it, and enjoy the feedback I get. This is my third business since The Possible Zone.

What challenges have you faced since your time with us, and how did you cope with them?

When I first started on this path, hearing "no" was a challenge. Sometimes you don't know why the answer is no, and sometimes it's about color or other injustices. I may be the only African woman in the room, so you need to learn to give yourself an extra boost. A diverse environment is very important. As a 14-year-old girl, I would be so excited about seeing a woman who looks like me or someone from Mattapan, where I grew up and who knew my neighborhood and was in a position of leadership.

What have been the most significant factors that have helped you achieve your goals?

The platform my parents built, the opportunities that came my way because of people, from TPZ pitch panels or other experiences. I also had a membership at Cambridge Innovation Center. My partners and I from By Us Girls were the first students allowed a membership. It was awesome. I could pop into leaders' offices whenever I wanted.

The Executive Director of TPZ would get so excited about my ideas, she saw her entrepreneurial self in me, and I thought, how could she see that already? My parents saw my potential, but when someone else saw it, that was confirming. It made me think maybe my parents were right. The Executive Director saw me. She took me under her wing. She made a lot of introductions for me and my business. It was amazing being bragged about. Still, eleven years later, we are talking. She's a life-long mentor.

What do you believe the future holds for you?

Abundance, many businesses, continuously growing, meeting people, my business being what I want it to be, whatever I want it to be. I never guessed this is where I'd be. Maybe I should have dreamed even more. My answer would have been similar in the past, but I may not have used the word abundance. Maybe I would have said a bright future. The world of opportunities opened up, and I learned a lot. I realized I didn't have to be so prescriptive. I'm not living in a box anymore.

PROTOTYPE



What stands out to you as particularly memorable experiences from your time at TPZ?

My parent company FAAMA is the career business that I launched during college. I wanted to create jobs on the Ivory Coast and utilize the great tailoring that exists there. TPZ sponsored a fashion show of some of my first designs and invited businesswomen to experience my fashion designs. The fashion show made the business happen earlier.

What message would you share with students who are currently attending TPZ?

Benefit from the opportunities presented, smile, shake hands and build relationships. I'm glad that TPZ continues to build a diverse team. Students respect people that share their backgrounds and share life experiences. TPZ hiring well-rounded people who inspire students to be their best selves is important, people who have traveled and have seen other cultures and see how different cultures move.

STUDENT SPOTLIGHT: ABEL TECLEMARIUM



Product Design

If you happened to watch the NBA Celebrity All-Star Game on Friday, February 18, 2022, you might have heard the name of TPZ alumnus, Abel Teclemarium. For more than a year, with TPZ's support, Abel was part of a "top secret" paid fellowship of young designers from across the country charged with creating jerseys and marketing collateral for All-Star Weekend!

Abel created the design for the East Celebrity All Star Team jersey. We are so proud of Abel's accomplishment and appreciative of Converse, Nike, and the NBA for this opportunity. Starting his business as a TPZ student was the catalyst for Abel's interest in art. And the creativity of TPZ's students led Converse to invite Abel and other students to apply for this special fellowship and design project.



A RIGOROUS ROAD TO THE TPZ OF TOMORROW

Our evolution as a social impact organization has progressed through three stages to date, and has set us up for a period of amplified impact in the coming years.

PHASE 1: FOUNDING (2009-2011)

2009

Mark and Becky Levin meet with what will become the founding leadership and board of The Possible Zone to ideate about how to leverage their collective insights, networks, and resources to help to bridge the opportunity divide in the greater Boston metropolitan area.

2010

Early iterations on ideas for what will become The Possible Zone are explored, pressure-tested, and refined.

2011

The Possible Zone—then “The Possible Project”—becomes operational and welcomes the first cohort of students from Cambridge high schools.

TPZ receives its first donation and its founders conduct an extensive national listening tour with academic, industry, and nonprofit experts to inform the development of an entrepreneurship curriculum.

PHASE 2: DEVELOP AND LEARN (2012-2015)

2012

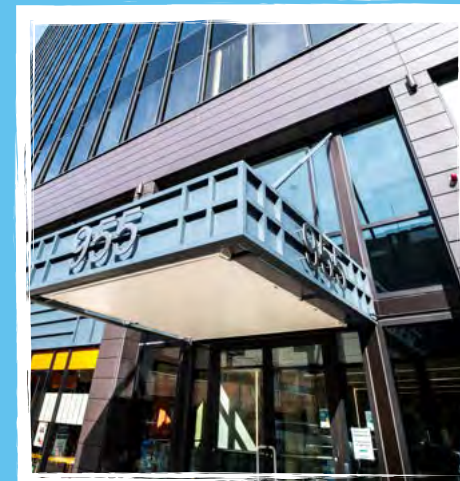
TPZ makes its **first home** at 955 Massachusetts Avenue in Cambridge (1,000 square feet).

2013

TPZ holds its first gala, **Powering Possibilities**. Hosted by the Museum of Science, this event celebrated the accomplishments of TPZ students, attracted over 250 people, and raised over \$350,000. Guests were invited to meet TPZ student entrepreneurs, participate in live tech demos, and learn about their partnerships with local startups.

TPZ launches two in-house enterprises, Made Possible and We Sell Possible.

- Through **Made Possible**, students partner with local businesses to create promotional items.
- Through **We Sell Possible**, young people gain work-based learning experiences, building skills in electronics refurbishment, data sanitization, and e-commerce operations.



955 Massachusetts Avenue



Project Fabulous

2014

TPZ creates **Project Fabulous**, an event to celebrate women's leadership and provide networking opportunities for women throughout the year.

2015

TPZ acquires its **first makerspace** at 107 Portland Street in Cambridge, courtesy of the Cambridge Housing Authority and a transformational gift of \$500,000 from Biogen, allowing students to expand the kinds of products they can create.

TPZ establishes its **first corporate partnership** with the hand-crafted paper greeting card company, LovePop, which became foundational in the development of TPZ's makerspace programming.

PHASE 3: AUGMENT AND EXPAND (2016-2020)

2016

TPZ moves from 955 Massachusetts Avenue to **17 Sellers Street** in Cambridge, adding an additional 7,500 square feet of space to the program (9,000 sq ft).

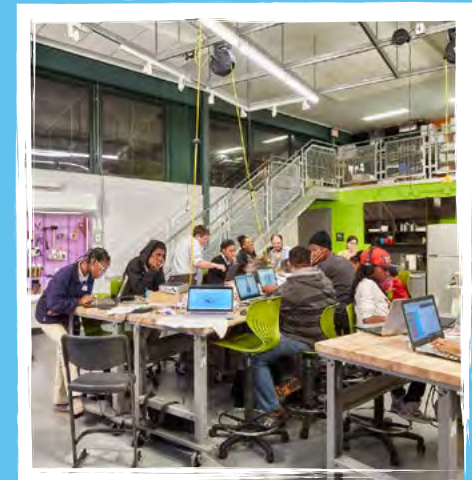
TPZ establishes its **first Boston Public Schools partnership** with Madison Park Technical Vocational High School, the only technical vocational high school located within the city of Boston. TPZ offers its programming in the school and adds an additional makerspace.

2017

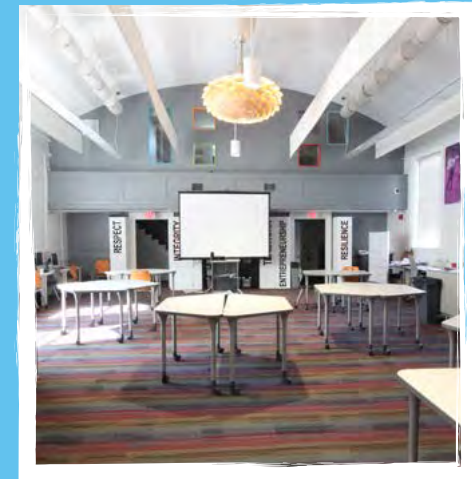
TPZ **incorporates design-thinking STEM concepts into its entrepreneurship curriculum**. With STEM embedded in the curriculum, all students learn how to design, test, and improve prototypes that will become their ventures' products or services, while building their critical thinking skills.

2018

TPZ receives the **Champions in Action Award from Citizens Bank**, in recognition of TPZ's contributions to enhancing the quality of life and economic viability in local communities.



107 Portland Street



17 Sellers Street

2019

TPZ becomes a member of the **BPS Partnership Opportunity Portfolio**. Members undergo a comprehensive vetting and assessment process to ensure they provide high-quality learning opportunities for Boston Public Schools.

TPZ forms a **DEI Task Force** to help guide the organization's vision and mission for diversity, equity, and inclusion in the short- and long-term.

2020

Due to the **COVID-19 pandemic**, TPZ transitions all programming to a virtual platform while continuing to offer a rich and engaging learning experience for students. Virtual consultancies allow students to continue to access work-based learning opportunities.

TPZ establishes the first college credit partnership with the Benjamin Franklin Institute of Technology. Soon after, TPZ also offers college credit for students from Cambridge College and Bay Path University.

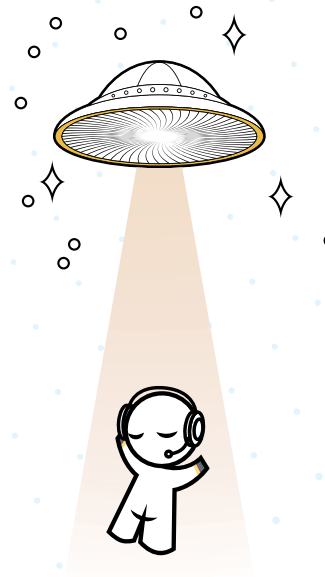
PHASE 4: ACCELERATE AND AMPLIFY (2021+)

2022

January - The Possible Project rebrands to become The Possible Zone.

April - TPZ **launches its new Innovation Center** (36,000 square feet), providing space to meet our goal to expand our youth entrepreneurship program to over 1,000 students a year by 2025. The Innovation Center features state-of-the-art technology, including a professional makerspace and multi-media studios available to students and the community.

May - TPZ completes our four-year strategic plan, outlining our aspirations for growth and impact in the next phase of our evolution.



WHAT'S IN A NAME: THE POSSIBLE ZONE

At the beginning of 2022, TPZ rebranded from its original name, The Possible Project, to a new name: The Possible Zone. This change reflects the multiple levels of impact we hope to enable with our students and our partner communities.

- *Zone refers to an entrepreneurial spirit or mindset—being “in the zone”—a creative, bold, and resilient headspace that helps students set ambitious goals, recognize and pursue opportunities, engage in creative problem-solving, and persist and learn through setbacks and failure.*
- *Zone can be a place or space—a zone of innovation where ideas come to life, products and services are built, and projects and ventures are launched.*
- *Zone refers to an ecosystem—a zone of positive influence, interaction, support, resources, and opportunities from families, business and industry partners, and community organizations to professional networks.*

OUR VISION FOR THE FUTURE

The Possible Zone is poised to expand our impact, in Boston and more broadly. Our Innovation Center enables us to recruit program participants from the local community and schools, where the student population aligns with our mission to advance economic equity, as the large majority (~87%) come from families identified by the Massachusetts Department of Education as economically disadvantaged and ~95% identify as students of color. By collaborating with an ecosystem of community and business partners, TPZ will be able to offer students a full array of wrap-around services and work-based learning opportunities all in one space.

In the coming four years, we will make significant progress in realizing a four-tier strategy to amplify and accelerate our impact on the education, talent development, and workforce systems both locally and nationally.

THE POSSIBLE ZONE'S MULTI-YEAR STRATEGY FOR IMPACT

THE STUDENT JOURNEY

- Entrepreneurship
- STEAM
- Work-Based Learning
- Pathways to Training and Career

COMMUNITY IMPACT

- Community Engagement and Support
- Strengthening Entrepreneurial Ecosystems
- Strengthening Local Talent Pipelines

SCALING

- Replicating to Additional Communities
- Online Education
- Tools, Training and Technical Assistance

TPZ "ACTION TANK"

- Research and Evaluation
- Thought Leadership
- Policy Influence

ORGANIZATIONAL EFFECTIVENESS

SUSTAINABLE REVENUE MODEL



OUR PARTNERS AND SUPPORTERS MAKE IT ALL POSSIBLE



PARTNER SPOTLIGHT: KEVIN MCCASKILL

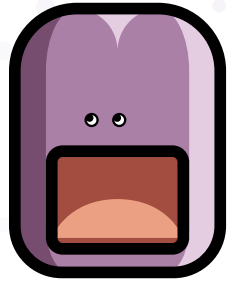
SENIOR ADMINISTRATOR, OFFICE OF SECONDARY SCHOOLS, BOSTON PUBLIC SCHOOLS

Former Executive Director of Madison Park Technical Vocational High School



What about TPZ's mission and vision resonate with you?

TPZ brought a medium to students to build their own business and brand that unleashed their creativity. TPZ challenged students and gave them opportunities to exercise their voice. It expanded their minds, built confidence, and taught them to take appropriate risks.



What might you say to a student considering whether to enroll with TPZ?

TPZ is so much more than an entrepreneurship program; it teaches intangibles without students even knowing it, such as, professional skills, interviewing skills, working as a team, respect and how to be a professional in a professional setting. All employers are looking for these traits.

What role do out-of-school-time organizations — like TPZ — play in supporting students?

It can be about two entities sharing the same vision in the life of a student. TPZ created a safe place for our students. Sometimes we worry about what they do with idle time. TPZ actively engages them with the art of doing, learning, and showcasing their talents, which may not manifest themselves during the school day. It is an opportunity for students to be themselves. Additionally, it brought students from different vocations to a common group and created a cohesive school force.

At the end of a long day when things were challenging at Madison Park, I would go to the floor where TPZ students were working to see the students in action. It was so rewarding to see them: communicating, building their venture, and working with technology. It was a euphoric feeling to watch.

In your mind, what most sets TPZ apart from other youth programs you've seen and/or worked with?

The people! I have worked for 34 years in Education. You can feel the intensity of commitment within TPZ employees towards our students. TPZ is always asking themselves, "How do we improve"? They never adopt a deficit model. TPZ is constantly seeking a higher plane. They understand our students and seek elevation and acceleration of their learning. It's TPZ's mindset.

TPZ understands youth development, and there is an underlying understanding of teaching based on experience, research, best practices, and listening tours. How many educational organizations go on listening tours to stay current!

What kind of student do you think thrives at TPZ?

Any student would benefit from TPZ. It is empowering for a student who needs a little support, a creative and innovative student where these skills don't show up academically, an artistic student, a student who wants a business, introverts, and extroverts, or high-flying students. TPZ helps students find their voices with other students and with a caring staff.

What would you say to another school leader that may be considering a partnership with TPZ?

You better do this!

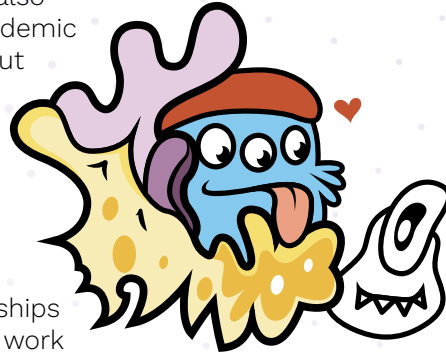
PARTNER SPOTLIGHT: AMY SEGAL

TPZ VOLUNTEER, SPONSOR AND LEGAL ADVISOR



Tell us about your professional background.

I'm fortunate to be able to say that I love my career. I graduated from college as an English major but was also interested in science. I worked in academic publishing with a focus on science, but then my dad, who was a scientist with a positive and expansive world view, suggested I consider going to law school.



When I started law school, I had a vague idea I wanted to do health law. But during one of my summer internships at a law firm, I had an opportunity to work with some nonprofit organizations and decided I wanted to do that for a living. I worked for that firm and then several others, as well as in-house at a nonprofit organization and a university before coming to WilmerHale almost 20 years ago.

What first motivated you to contribute your time and effort to support TPZ and our students?

I was very excited about the idea of TPZ because the organization wanted to champion under-resourced students in a way that empowered them. And since I'm professionally trained in nonprofit law, I felt I could help. Through some of our lawyers, WilmerHale already had a relationship with the founders of the organization. TPZ's values aligned with a core aspect of our pro bono work: we regularly provide continuous support for nonprofits and small businesses. It is great for the community and for lawyers to contribute.

What motivates you to continue supporting TPZ and our students?

We have a long-standing relationship with staff, but at the forefront is the program and the students. It's so rewarding to see their progression from students to alumni. I've been to several holiday events and fundraising events and a makerspace open workshop, and I would love to spend more time with students. Every time I have volunteered, I have been blown away! Their ability to connect, and their energy and competence is amazing.

What are the most rewarding and challenging aspects of your experience as a volunteer with TPZ?

The most challenging recently was working to support TPZ during the pandemic and the other difficult events of 2020-2021. It was also the most inspiring because of how TPZ reacted to support students and staff through these crises.

Also, I'm very glad we have been able to have helped TPZ to achieve essential goals. When you think of something new that directly supports students — like the entrepreneurship fellowship—and we can find a way for you to be innovative and make it happen, that is motivational.

In what ways do you think students benefit from the efforts of volunteers like you?

In general, the importance of mentorship and seeking advice is an important thing for students to learn. I have a lot of younger people in my life, both personally and professionally. One common theme I see is that they are hesitant to ask for help, and they want to do everything themselves. I want them to know that those who reach out for support will be the ones to thrive, because you can't do everything yourself.

PARTNER SPOTLIGHT: STEVE SINGER

TPZ VOLUNTEER, SPONSOR AND LEGAL ADVISOR



What first motivated you to contribute your time and effort to support TPZ and our students?

I have known Mark and Becky Levin since the 1990's, and I have a good sense of their value system. When I learned about their involvement with TPZ, I was intrigued and wanted my law firm at the time, WilmerHale, to get involved to help TPZ achieve its objectives. With that involvement, I learned more about the specifics of TPZ's mission, and visited the facilities and met with students. I knew then that I would want to get more involved.

If we are successful with our mission, in what ways do you see that helping your company, others like it, and potentially our country more broadly?

I would rather address the broader issue — as a country (and world), we need to find a way to level the playing field for everyone. It is hard to tackle on a macro basis; that is why I like the TPZ approach — focus on improving the prospects and skills of individual students, hopefully making a real difference in their lives and the lives of those they touch.

As a leader in your industry, what do you hope all students take away from their experience with TPZ?

Hate to be cliched — but anything is possible, and they should dream big.

In what important ways do you believe your company benefited from partnering with TPZ?

I know that the lawyers who work on TPZ matters feel that they are making an integral contribution to TPZ's mission. It is similar to the way I felt as a corporate biotech lawyer — I was not in the lab making the important discoveries, but I was making a contribution that helped enable those discoveries.

Several years ago, we had a gala where students had the opportunity to describe their businesses and show their wares. The passion that students exhibited and their articulation of their vision was inspiring.

What message might you share with other companies that may be considering a partnership with TPZ?

I would focus on the ability to make a difference on a micro level. Companies can contribute to huge causes, and I don't think that those contributions will make as big a difference in our society as more micro contributions like TPZ.



What has compelled you to be a champion of TPZ?

I think it is commonly understood that we need to do more as a society to raise up those who have not had the opportunities that many of us have benefited from. TPZ's mission is designed to address this issue, one student at a time.

DONOR SPOTLIGHT: BILL HELMAN

LONG-TERM SPONSOR AND ECONOMIC EQUITY ADVOCATE



Bill built an impressive investment career as a Venture Capitalist and was influential in building Greylock, a leading high-tech investor. He joined Greylock in 1984 and served as a Managing Partner from 2000 to 2013. Currently he serves as an Advisor.

Several years ago, Bill co-founded Equal Opportunity Ventures (EOV) to harness markets and entrepreneurs to contribute to social mobility. EOV's goal is to be on the ground, empowering individuals in their community, and eventually beyond, by creating company value and entrepreneurial prosperity.

Bill Helman has been a sponsor of TPZ from the early days and his support continues in a highly generous manner throughout our 10-year history.

What first motivated you to contribute your time and effort to support TPZ and our students?

The vision of the founders, their passion and the fact that they are taking on unaddressed needs of our community are compelling factors. The possibility of bringing equity to underserved populations has many challenges and TPZ was not deterred. They have always demonstrated perseverance and lots of problem solving by the team... it's incredible to witness.

What has kept you coming back to TPZ?

First the outcomes, and second the possibilities. Becky as a founder and Executive Director and the team have increased the scope and understanding of the work. Each time we speak, there is more and more on the plate, more opportunity, more possibility. The organization employs continuous learning.

What are the most rewarding aspects of sponsoring TPZ?

Exposure to students at events and being a guest speaker. I've observed something within students being unlocked and that is something very special. TPZ found a unique formula, applied it, students become unlocked and TPZ encourages application.

In what ways do you think students benefit from the efforts of volunteers like you?

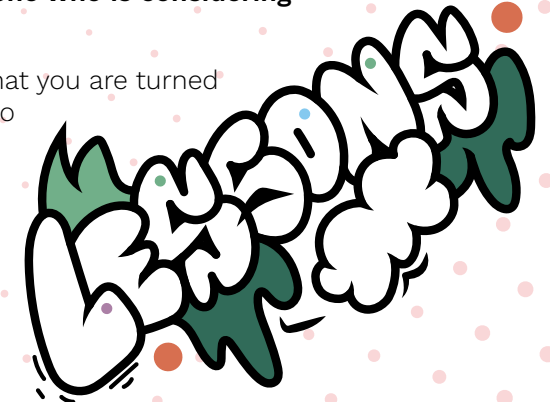
I'm a believer in role models and mentors. Becky and Mark are role models to me and I believe in that kind of motivation for students and adults.

What experience helped you to understand what TPZ is about?

TPZ is on the ground. Too many successful people think they have all the answers, I'm convinced since being involved in equity work that being on the ground with firsthand data is so important. This is not an ivory tower approach.

What might you say to someone who is considering volunteering with TPZ?

Get into it to a level of detail that you are turned on or not. I believe in affinity, go with what you feel. It would be hard to not be inspired by TPZ and the entire team.



DONOR SPOTLIGHT: EDDIE AND BOB TEPPER

LONGTIME VOLUNTEERS AND SPONSORS

What first motivated you to contribute your time and effort to support TPZ and our students?

For both of us, it was a way to share our enthusiasm about entrepreneurship with a group of highly motivated but inexperienced youth who had not been given enough opportunities to explore their dreams.

What has kept you coming back to TPZ?

The concept of motivating students and giving them guidance to pursue their OWN ideas is an incredible way for them to build self-esteem and make them feel part of a larger community rather than feeling marginalized.

What are the most rewarding aspects of your time as a volunteer with TPZ? What have been challenging aspects of your experience as a volunteer?

The most rewarding part is seeing first-hand the excitement of students who get the encouragement and support to take more control of their future. The most challenging aspect is offering suggestions in a way that is taken constructively and fosters further thought rather than tacit acceptance.

In what ways do you think volunteering with TPZ has benefited you? What have you taken from the experience?

It feels like we are making an impact that will only grow with time as the students feel that more and more is possible for them in society. It energizes us to see their energy, optimism and progress.

How do students benefit from the efforts of volunteers like you?

They benefit not only from our experiences but from the realization that members of society outside of their usual sphere care about what they can do.

What have you learned from your experience as a volunteer with TPZ?

There is a lot of untapped potential in underserved youth. Opportunity is not equally divided and the potential to do great things is not restricted to those who are privileged.

What memories stand out from your experiences as a TPZ volunteer?

Creating an internship for a TPZ student, Michael, who had a great interest and untapped potential in a field that I was working in, which changed his career trajectory. He went on to attend a four-year college to pursue his dreams.

What might you say to someone who is considering whether to serve as a volunteer with TPZ?

Remember the multiplier effect of this opportunity. Providing a positive, constructive environment for students to explore their dreams will have a major effect on their life choices and ability to succeed throughout their lives. This is a wonderful investment which has both immediate and long-lasting rewards.



PARTNER SPOTLIGHT: A TPZ PARTNER OPENS THE DOOR TO OPPORTUNITIES



During December 2021, TPZ launched a 14-hour, one-week Apparel Deep Dive course in collaboration with Converse. During this Deep Dive, students learned how to design, prototype, and market a t-shirt and hoodie to a target consumer of their choosing. The course leveraged Converse's expertise in consumer insights, product concepts, and storytelling, and leveraged students' creativity to develop a valuable experience and tangible deliverable — all participating students received t-shirts and hoodies with their designs.

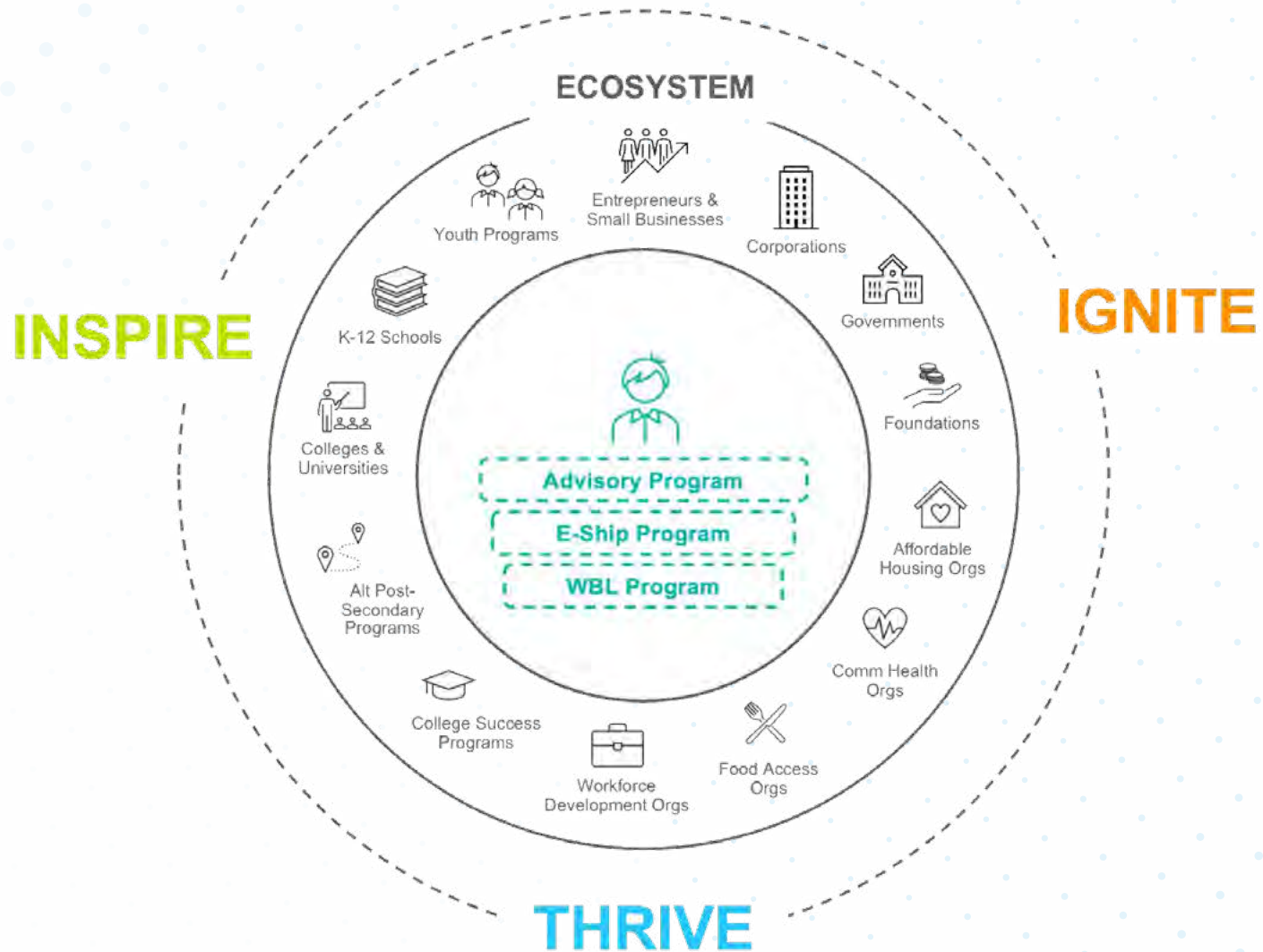
All participating students reported that they felt the experience was valuable, that it was high-quality, and that they would recommend this Deep Dive to their friends. Students particularly appreciated “[Converse employees] telling their stories on how they got there and what they do,” “learning the process from start to end of how Converse makes their designs,” and “watching our t-shirts and hoodie come to life and sharing our presentation.”

Sentiment was similarly strong from the Converse team — 23 Converse employees contributed to the planning and execution of the experience, and all of those who completed a post-course survey reported that they felt the experience was valuable, that they would be involved again if they had the chance, and that they would recommend the experience to a friend or colleague. Inspired and excited by the success of this collaboration, TPZ and Converse are partnering to produce several more Deep Dives which launched during summer 2022.



OUR ECOSYSTEM PARTNERS

Through our partnerships with schools and corporate, public, and community organizations, we can connect more students to opportunity, provide robust wrap-around support, and offer enriching work-based learning and internship experiences.





Partner With Us

TPZ welcomes public, school, industry, and community partners to invest in our young people and our program. Through these partnerships, we can connect more students to opportunity, provide robust wrap-around support, and offer enriching work-based learning and internship experiences.

Volunteer With Us

TPZ seeks like-minded partners who want to give back to their community. As a volunteer with The Possible Zone, you will connect with and support students on their entrepreneurship and career journey by providing thoughtful and compassionate feedback and sharing your own experiences. With an entrepreneurial mindset and the skills learned at TPZ, a young person can do anything.

Sign up today to volunteer with TPZ students at www.possiblezone.org/volunteers.

Support Us

Support from our donors directly impacts the lives of hundreds of high school students each year. Every donation empowers students from systemically under-resourced communities to ensure a safe space to learn, grow, and explore endless possibilities. You can make a gift in support of TPZ students today at <https://give.classy.org/possiblezone>.



The Possible Zone
31 Heath Street
Boston, MA 02130
(617) 492-9200
info@thepossiblezone.org
thepossiblezone.org



The cover art, and several illustrations included in this publication, are from The Possible Zone's Innovation Center atrium mural. This graphic was produced as part of a Pathways Internship during the winter and spring of 2021. The internship was a collaboration between The Possible Zone and Utile Design. The Pathways Interns included Bernice Brutus, Carl Doricent, Christ-Hander Geffrard, Andronaelle Louis, Tristan Shah, and Abel Teclmariam. The internship was facilitated by Sammy Redd and Emma Korolik of The Possible Zone and art directed by Kyle Jonasen of Utile.