



Dreambuilder

case study

**Empowering Women Entrepreneurs Through
Accessible Digital Learning**

Client

Thunderbird School of Global Management

Background

When the Freeport-McMoRan Foundation set out to expand economic opportunities for women around the world, it partnered with Thunderbird School of Global Management (now part of Arizona State University) to create an entrepreneurship program capable of reaching learners regardless of geography, education level, or prior business experience.

To transform this vision into an engaging online learning experience, Thunderbird partnered with Bluedrop Performance Learning (now [Bluedrop ISM](#)) to design, develop, and deliver the DreamBuilder™ online learning platform.

The result was an innovative, multilingual entrepreneurship program that combines interactive learning, practical business planning tools, and accessible online delivery—helping aspiring entrepreneurs gain the confidence and skills needed to launch and grow successful businesses around the world.

The Challenge

Freeport-McMoRan and Thunderbird needed an online learning solution that could:

- Deliver practical business education to aspiring women entrepreneurs around the world.
- Transform academic business content into an engaging, interactive learning experience.
- Support learners with varying levels of education, business knowledge, and digital literacy.
- Be accessible in rural, remote, and low-bandwidth environments.

Traditional classroom delivery simply couldn't provide the global reach, flexibility, or consistency needed to achieve these goals.

At a Glance

Empowering women entrepreneurs worldwide through scalable online learning.



Challenge: Deliver entrepreneurship education that is engaging, accessible, and scalable for diverse learners across regions, languages, and communities.



Solution: Bluedrop ISM transformed Thunderbird's curriculum into an interactive multilingual online learning experience, powered by its SkillsPass integrated learning platform.



Launch: Developed with the Freeport-McMoRan Foundation and Thunderbird School of Global Management, the program launched in 2013 and later expanded with the companion courses Financing Your Dream and Dream Big.



Outcomes: Available in 135 countries, DreamBuilder has empowered 100,000+ women entrepreneurs, delivered 1 million+ hours of training, and now serves as the curriculum for the U.S. Department of State's Academy for Women Entrepreneurs (AWE).



We believe that investing in women in general, and this program specifically, is an accelerator to overall community economic development."

Tracy Bame

President, Freeport-McMoRan Foundation



**FREEPORT-McMoRAN
FOUNDATION**

The Solution

Working closely with Thunderbird School of Global Management and the Freeport-McMoRan Foundation, Bluedrop transformed the existing entrepreneurship curriculum into an engaging, multilingual online learning experience powered by the SkillsPass™ Training and Credential Management Platform.

Combining award-winning instructional design with industry-integrated learning technology, the solution delivers consistent, accessible, and scalable entrepreneurship training to diverse learners across regions, languages, and communities—expanding access while maintaining a high-quality learning experience worldwide.

Interactive Entrepreneurship Trainings

Built around Thunderbird's subject matter expertise and proven program, DreamBuilder delivers an engaging, self-paced learning experience that equips aspiring entrepreneurs with the knowledge and confidence to launch and grow successful businesses.

Participants progress through every stage of the entrepreneurial journey while developing a personalized business plan using interactive learning activities, real-world scenarios, videos, practical exercises, and knowledge checks that reinforce learning and build confidence.

Training includes topics such as:

- Developing and evaluating business ideas
- Understanding customers and conducting market research
- Creating products and services that meet market needs
- Marketing and sales strategies
- Pricing, budgeting, and financial planning
- Business operations and management
- Leadership and entrepreneurial mindset
- Building a personalized business plan throughout the program

To maximize learner engagement and long-term knowledge retention, the curriculum incorporates:

- » Interactive multimedia learning modules
- » Scenario-based learning activities
- » Videos, animations, and entrepreneur success stories
- » Practical exercises and knowledge checks
- » Downloadable business tools and resources
- » A personalized Business Plan Generator completed throughout the course

The result is an engaging learning experience that builds confidence while equipping aspiring entrepreneurs with practical skills they can immediately apply within their own businesses.



Globally Scalable Learning Platform

Behind the learning experience, Bluedrop ISM's SkillsPass™ Training and Credential Management Platform provides the secure, enterprise technology needed to deliver DreamBuilder consistently to learners around the world.

Designed to support large-scale workforce and economic development initiatives, SkillsPass™ enables organizations to deliver engaging online learning, manage learner progress, issue digital credentials, and maintain consistent training experiences across regions, languages, and partner organizations.

Platform capabilities include:

- Self-paced online learning available anytime, anywhere
- Multilingual delivery supporting diverse global audiences
- Mobile-responsive access across computers, tablets, and smartphones
- Consistent training delivery across countries and partner organizations
- Learner registration, progress tracking, and reporting
- Secure cloud-based content management and delivery
- Digital certificates awarded upon successful completion
- Scalable infrastructure capable of supporting thousands of learners across multiple regions simultaneously

By combining engaging instructional design with enterprise-grade learning technology, DreamBuilder has expanded its reach globally while ensuring every participant receives the same high-quality entrepreneurship education—whether learning in a major city or a remote rural community.



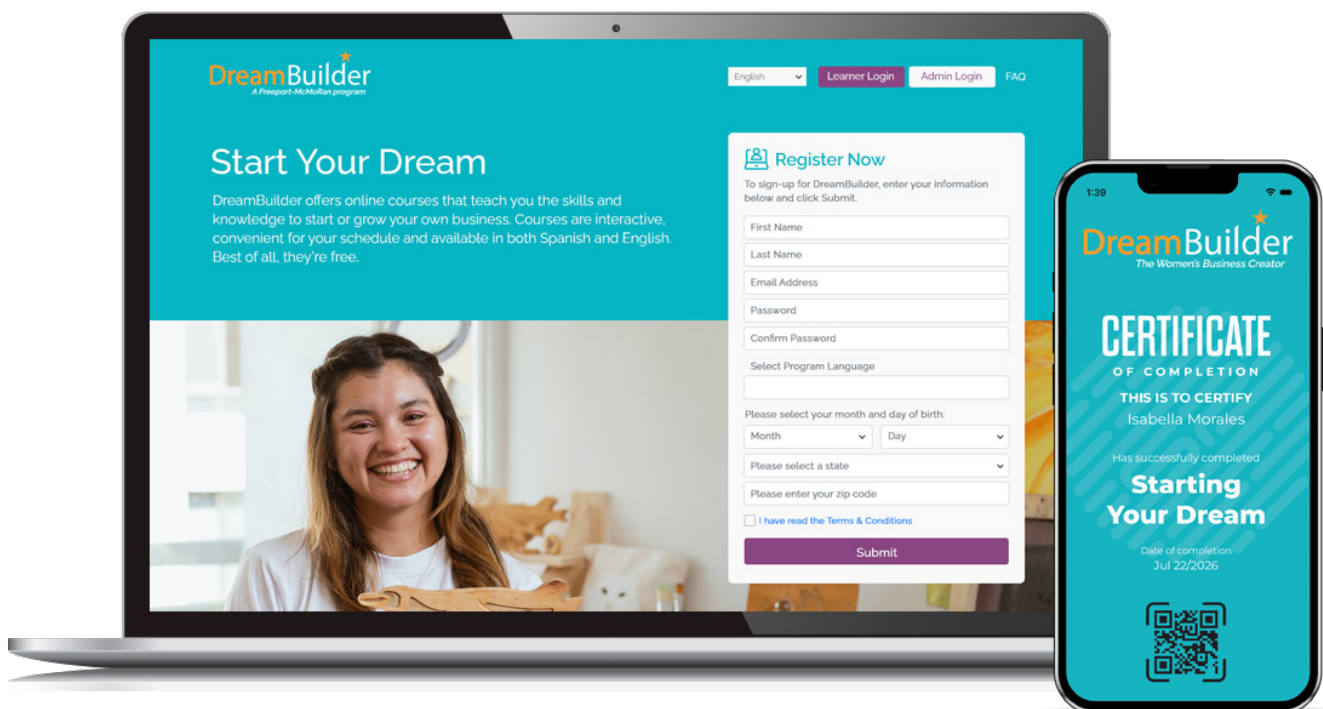
Being able to incorporate this level of innovative elearning into our curriculum for women entrepreneurs is a game-changer. Our reach has now increased exponentially.”

Kellie Kreiser

Executive Director



THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT



The Impact

Today, DreamBuilder has become one of the world's leading online entrepreneurship education programs, empowering women to build businesses, strengthen local economies, and create lasting opportunities within their communities.

Growing the DreamBuilder Ecosystem

The success of DreamBuilder also led to the development of two companion online courses that extend the learner journey beyond business planning into business growth and long-term success.

Financing Your Dream helps aspiring entrepreneurs navigate one of the biggest barriers to starting and growing a business—access to capital. Designed as a standalone learning experience, the course guides participants through identifying appropriate funding options, preparing financing materials, and developing a personalized Capital Action Plan that serves as a practical roadmap for securing funding.

Building on that foundation, *Dream Big* supports entrepreneurs who are ready to take the next step in scaling their businesses. The course helps participants assess their readiness for growth, understand how to become part of larger organizations' value chains, and develop a customized Dream Big Action Plan to guide strategic business expansion. Like DreamBuilder and Financing Your Dream, the course is self-paced, interactive, and can be completed independently or alongside the broader entrepreneurship curriculum.

Together, these three complementary programs provide aspiring entrepreneurs with practical guidance to launch, fund, and grow successful businesses—creating a comprehensive online entrepreneurship learning ecosystem that continues to support learners throughout their business journey.



DreamBuilder was exceptional and taught me the importance of targeting a specific market and managing my finances effectively. It was great to be part of an online community of like-minded women, sharing experiences and supporting each other along the way."

Christie Tingle
DreamBuilder Graduate

DreamBuilder
The Women's Business Creator



Outcomes

Since its launch, DreamBuilder has helped expand access to entrepreneurship education at a global scale, delivering measurable outcomes for learners and partner organizations alike.



100,000+ women entrepreneurs trained worldwide



Available in **135** countries



Selected as the core curriculum for the **U.S. Department of State's Academy for Women Entrepreneurs (AWE)**, supporting women entrepreneurs through U.S. embassies in more than **80 countries**



1 million+ hours of entrepreneurship training delivered



99% of participants recommend the program



Expanded into a comprehensive entrepreneurship learning ecosystem with the **Financing Your Dream** and **Dream Big** companion courses, helping entrepreneurs **launch, fund, and grow** their businesses



Available free of charge in multiple languages



Delivered through **100+** partner organizations globally

Why It Matters

DreamBuilder demonstrates how thoughtfully designed digital learning can remove barriers to education and create meaningful opportunities at global scale.

By combining Thunderbird's internationally recognized entrepreneurship curriculum with Bluedrop's expertise in custom eLearning development and scalable learning technology, the program has empowered thousands of women with practical business knowledge, greater confidence, and the tools needed to build stronger businesses, families, and communities.

The project also highlights how digital learning can help governments, educational institutions, foundations, workforce development organizations, and non-profits expand access to high-quality education while ensuring consistent learner experiences across diverse regions and populations.

For organizations looking to maximize the impact of education initiatives, DreamBuilder demonstrates the power of combining engaging instructional design with enterprise technology to deliver learning experiences that are accessible, measurable, and built to scale.



Looking to Scale Learning That Makes an Impact?

Whether supporting workforce development, entrepreneurship, professional certification, healthcare, transportation, or regulated industry training, Bluedrop ISM helps organizations transform expert knowledge into engaging digital learning experiences that improve outcomes and scale with confidence.

From custom instructional design and multimedia development to industry-integrated learning platforms, learner management, analytics, and digital credentialing, Bluedrop ISM partners with organizations to create innovative learning solutions that reach more learners and deliver lasting impact.

Ready to scale learning that makes an impact? Visit [Bluedrop ISM](https://bluedropism.com) to learn how our custom eLearning expertise and SkillsPass™ industry-integrated training and credential management platform can support your organization's workforce development goals.



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