

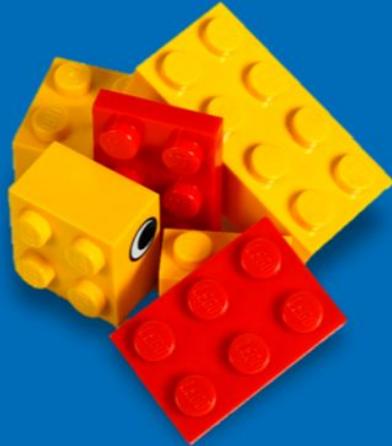


**By Imane BERCHANE**

**2024-2025 Obama Scholar, Columbia University  
Co-Founder, Robots & More  
Co-Founder, LOOP for Science & Technology**

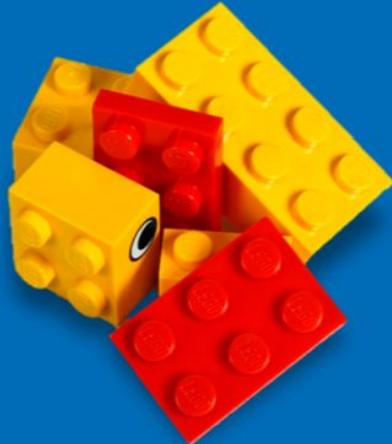
# Let's try...

Place the 6 bricks in front of you.



## Let's try...

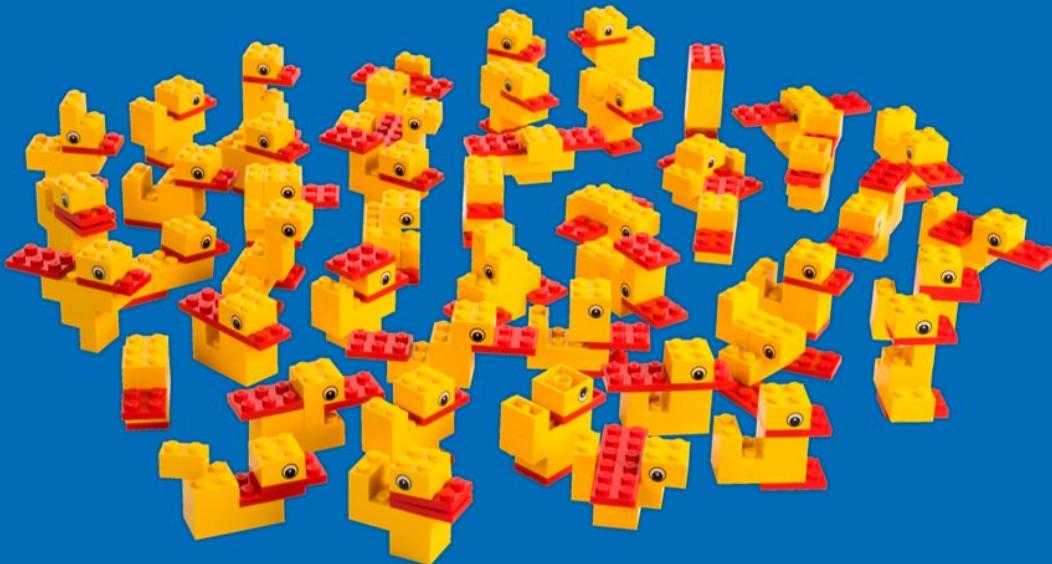
Place the 6 bricks in front of you.



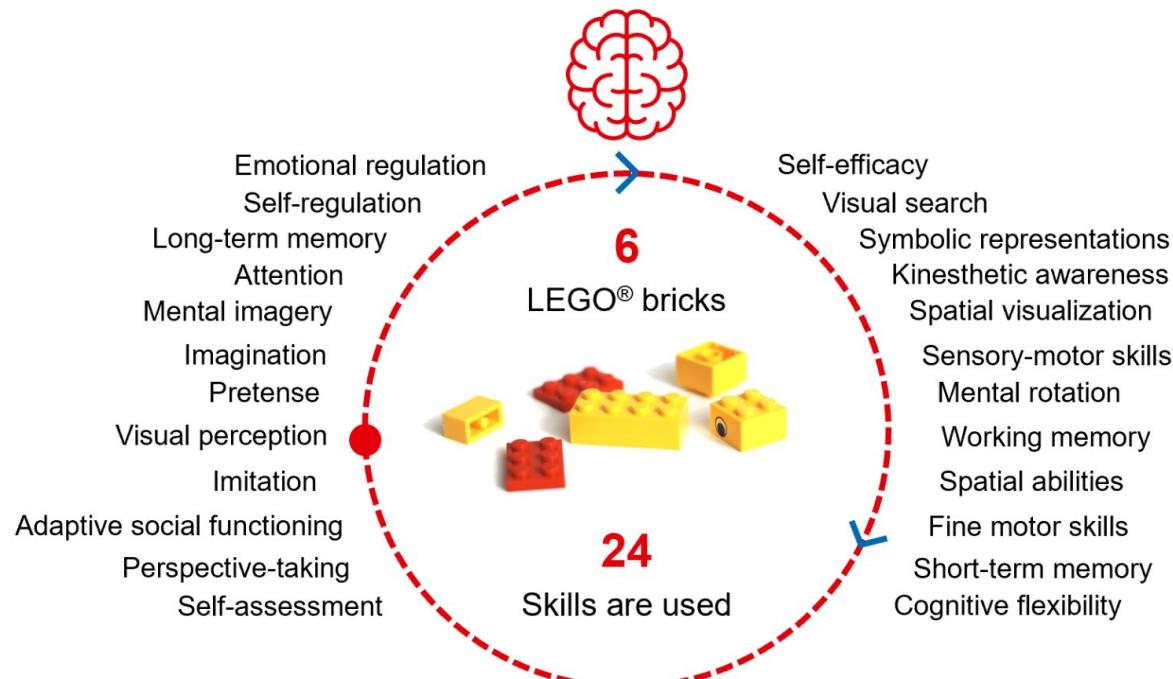
How quickly can you build a duck?



# The Power of Imagination



# What happened?





**How can you  
change the world?**

# Who am I?

**2024-2025 Obama Scholar @ Columbia University**  
**Since 2017 Managing Director & Co-Founder @Robots & More**  
**2015 - 2021 Co-founder @Play Academy**

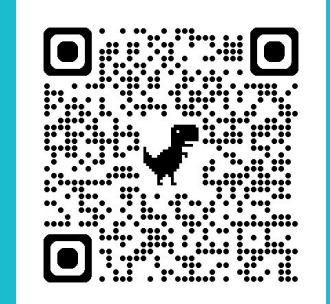
**Industrial Engineer (Class of 2015)**  
*Ecole Mohammadia d'Ingénieurs*

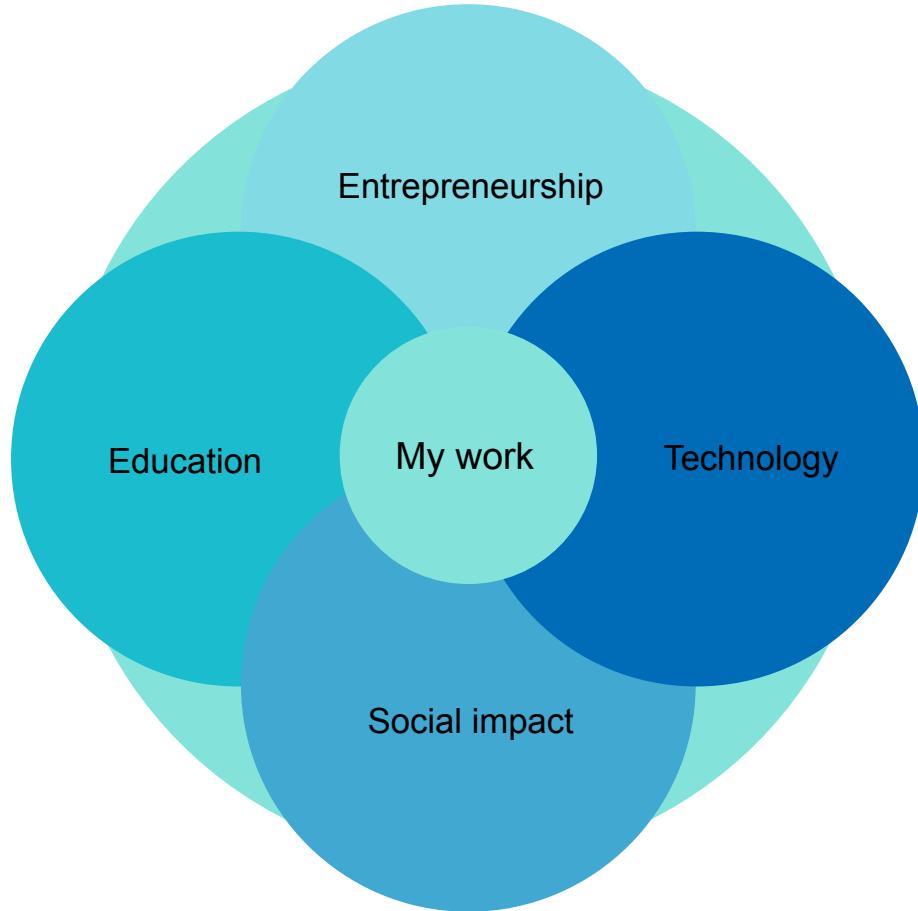
## Volunteering as..

**Co-founder & Board member @LOOP For Science & Technology**  
**National Organizer @World Robot Olympiad**  
**French Speaking Africa PDP @FIRST LEGO League**  
**Local Lead @NASA Space Apps Challenge Casablanca**



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# What is a social entrepreneur?



**My Childhood**



**My Childhood**



## My Education

## Lessons learned

- You get what you invest
- Extracurriculars & competitions
- Interact with the workplace
- You are learning how to think
- It can get you places

**9 to 5**



# Industrial Engineering



what society thinks I do



what my friends think I do



what clients think I do



what my mom thinks I do



what I think I do

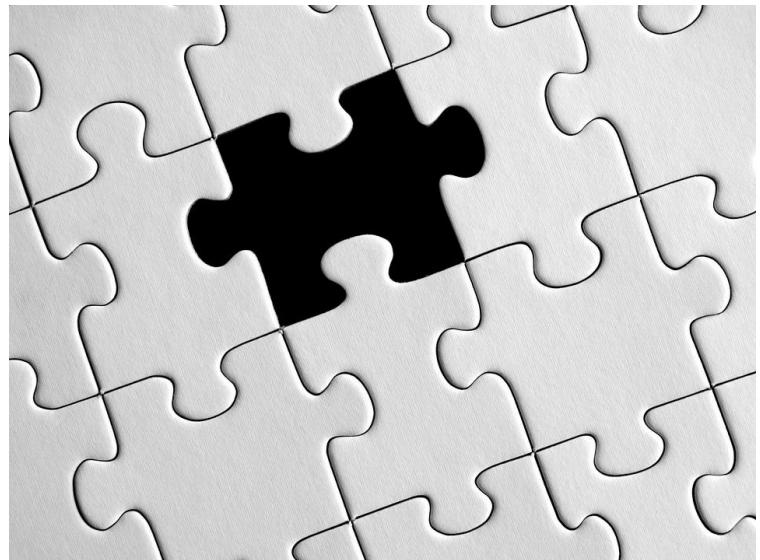


what I'm actually doing

# Employee vs. entrepreneur?

# Lessons learned

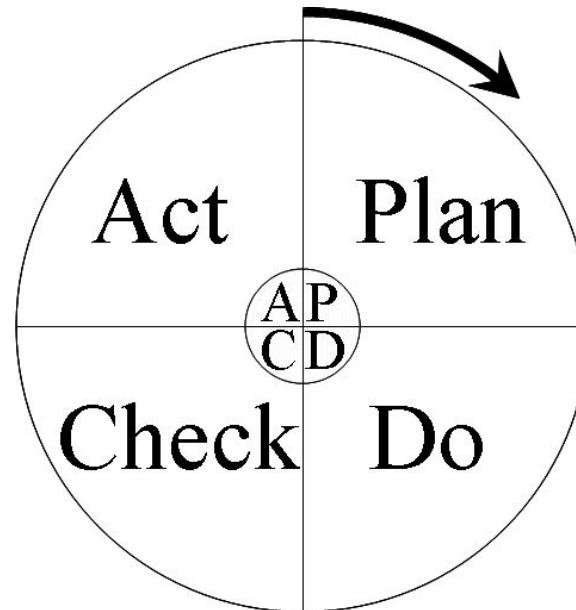
- Structure and processes
- Managing relationships
- You're book smart. So what?
- Excel! Excel everywhere!
- Is this what you really want?
- Meaning vs. Money equilibrium



**find a job  
you love  
and you  
never work  
a day in  
your life**

# How do you know what you want?

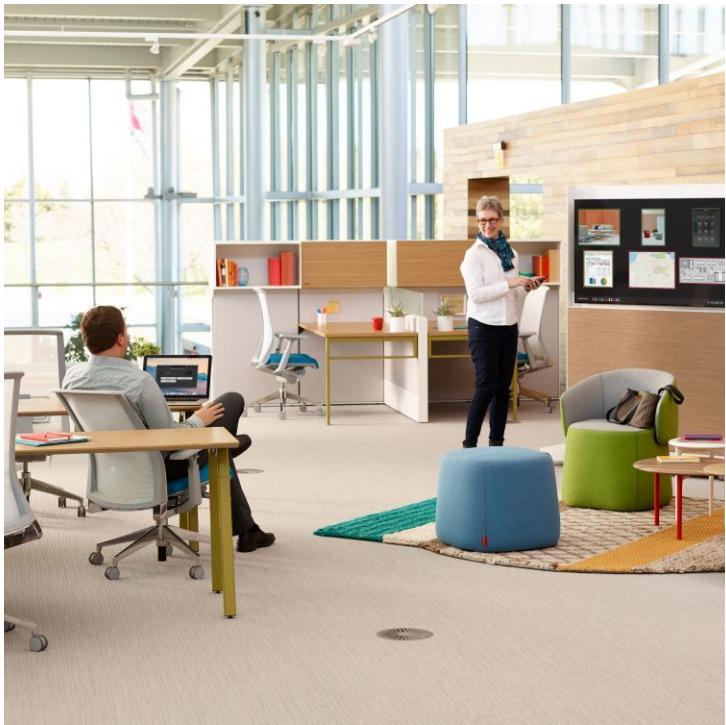
- Experiment
- Getting out of comfort zone
- Reflect
- Travel!





Traditional Education

VS.



Modern workplace

# What was missing?

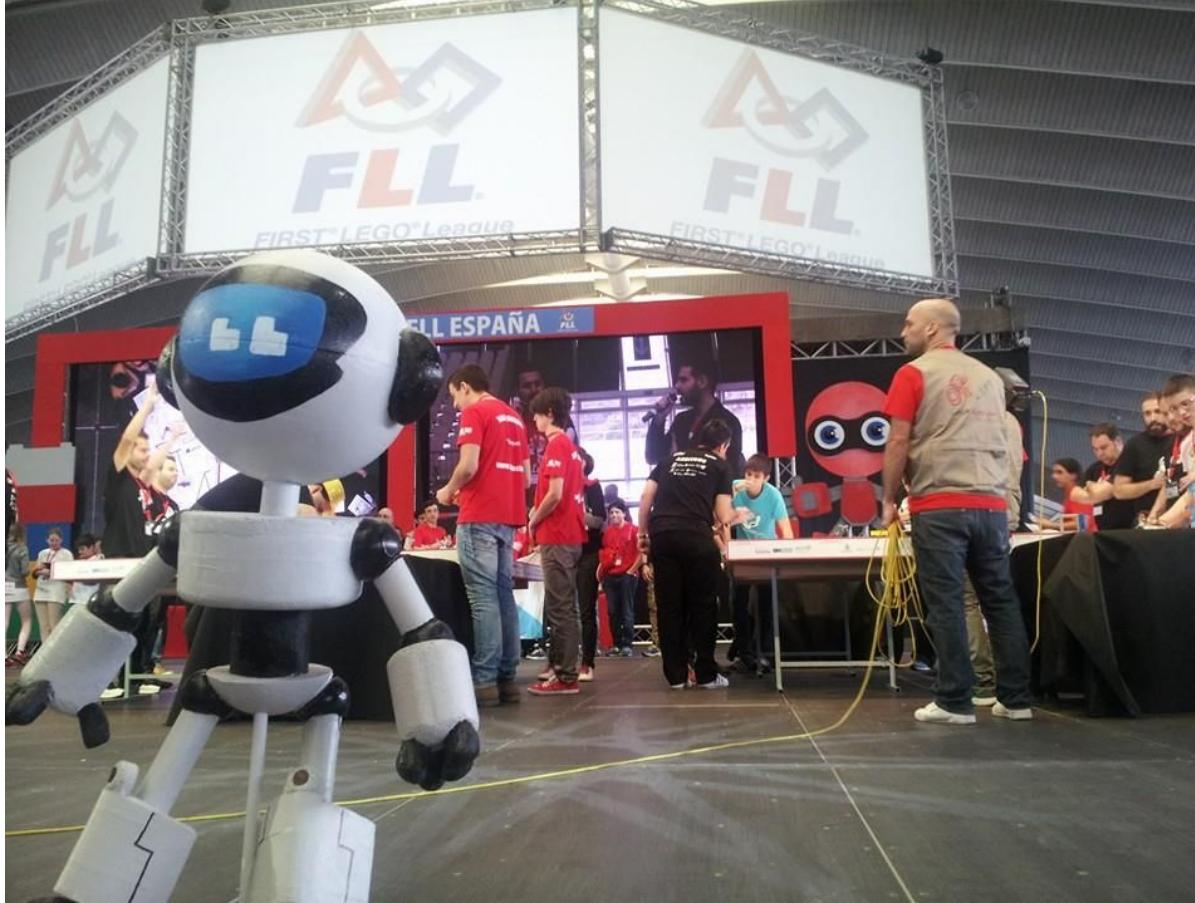
Hands-on

Real life

Soft skills

Fun!

\*Travel



Where it all started...

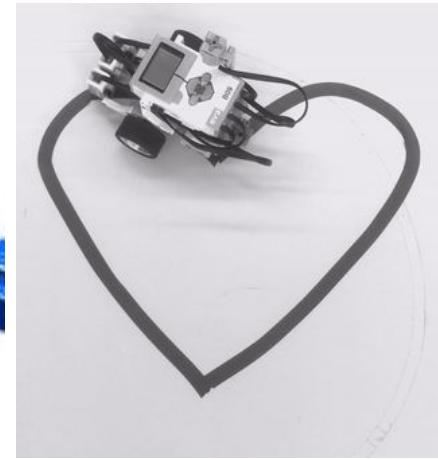
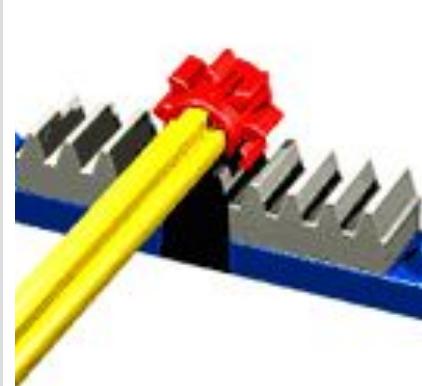


# How it all started ...



\*Experiment

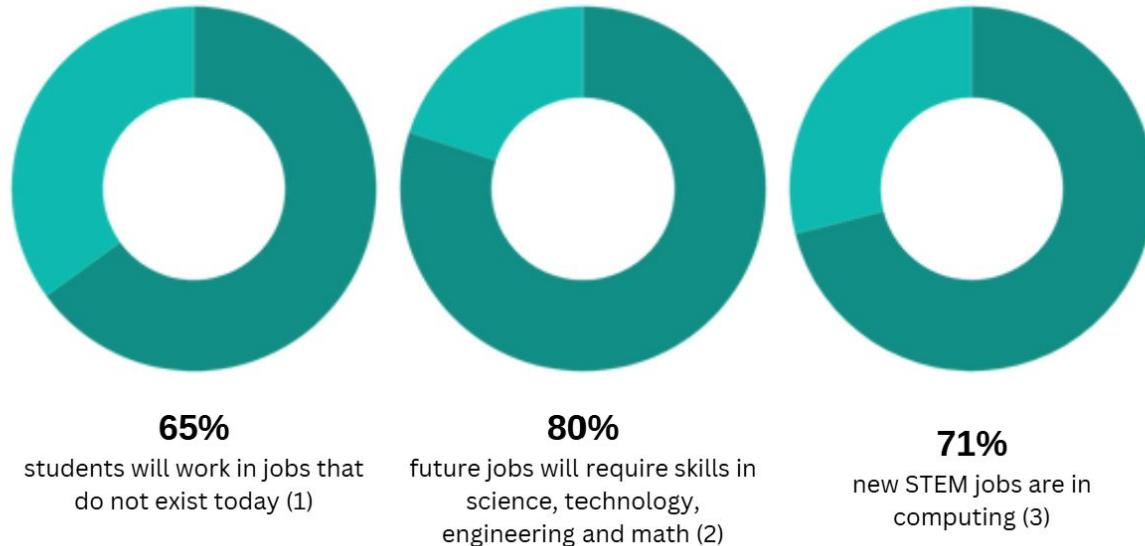
A Scratch script window showing a script for a cat sprite. The script starts with a "when space key pressed" hat block, followed by a "clear" green flag block, a "pen down" pen block, and a "repeat (3)" control block. Inside the repeat loop, there is a "move (100) steps" motion block and a "turn (360 / (Number of Sides)) degrees" control block. To the left of the script, there is a sidebar with categories: Motion, Looks, Sound, Pen, Data, Events, Control, Sensing, Operators, and More Blocks. Below the script, there are buttons for "Make a Variable" and "Make a List".



## What we do ...



## Why we do this?



# Robotics in the job market



Boston Dynamics



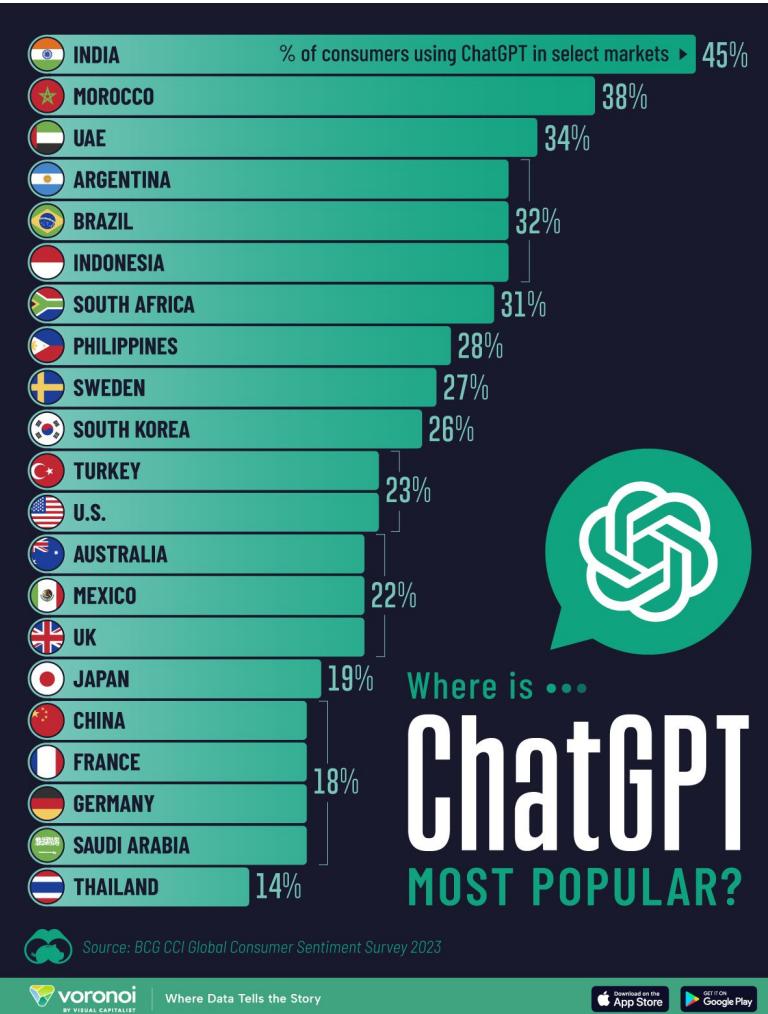
Autodesk  
Disney imagineering



Amazon fulfillment centers

Other:  
MIT Media Lab  
Kuka/ABB  
Space agencies

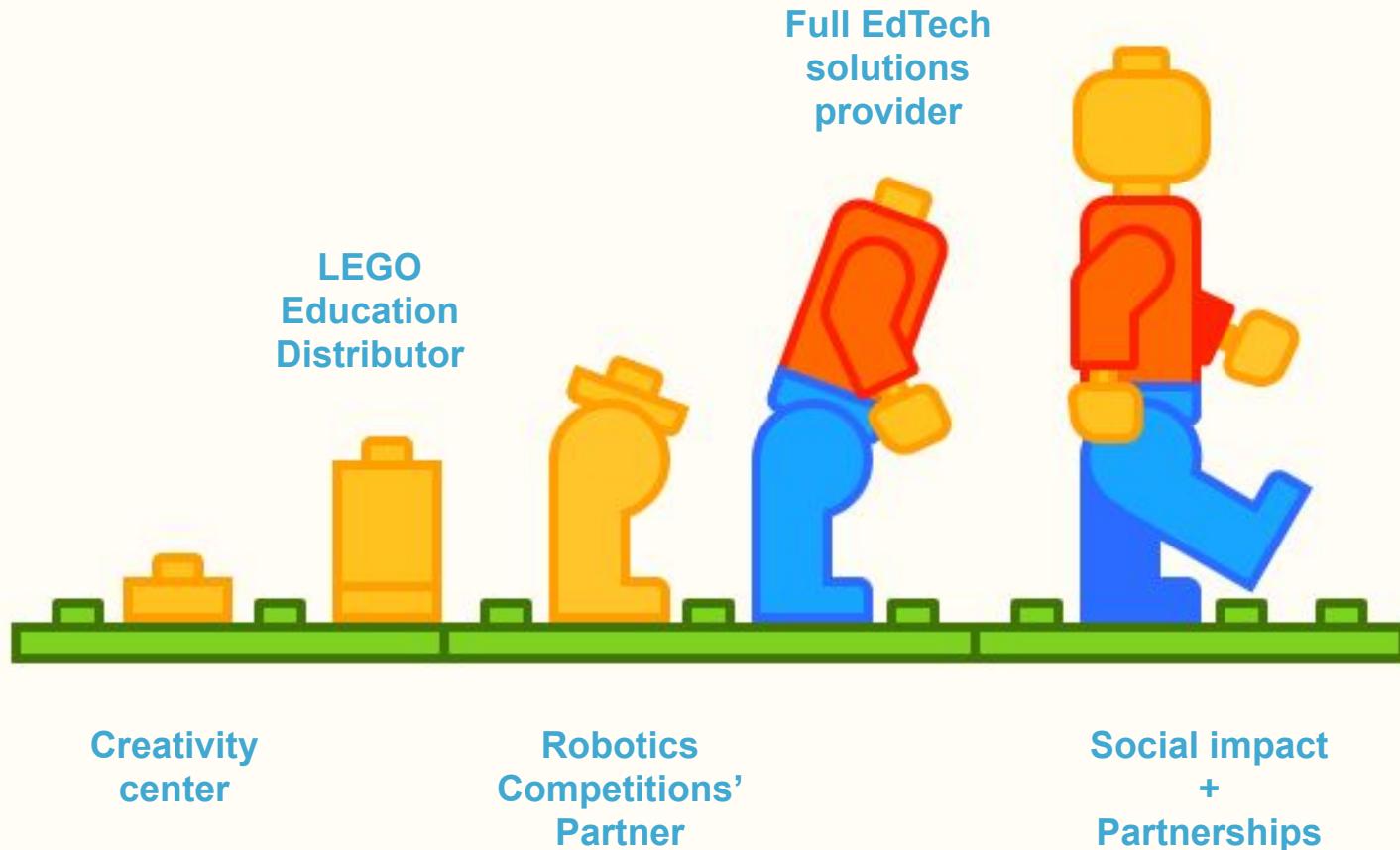
More important than ever!



# Building a name ...



\*Getting out of the comfort zone



\*It's a journey

\*It's okay to fail



Covid



# Lessons learned

- One shoe doesn't fit all
- It's okay to fail
- ~~Getting out of comfort zone~~ Grow your comfort zone
- The competition is not (always) the enemy
- It's a journey
- You need a support system

# Support system



- Ensuring a minimum revenue
- Belonging to a Network or having a mentor
- Support from friends
- Self Confidence
- Planning your back up plan



# Search for meaning





\*Growing your comfort zone



Judging in International Tournaments



# Building a community



Building a Community



Building a team



Parents



Family and Friends



Former students



Passionate Students



Partners

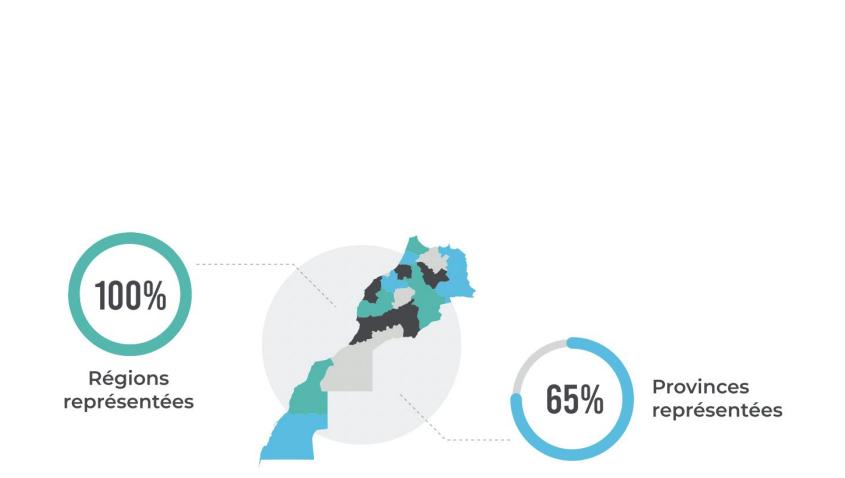


Volunteers

Building a team



Celebrating your team



**Building Partnerships**

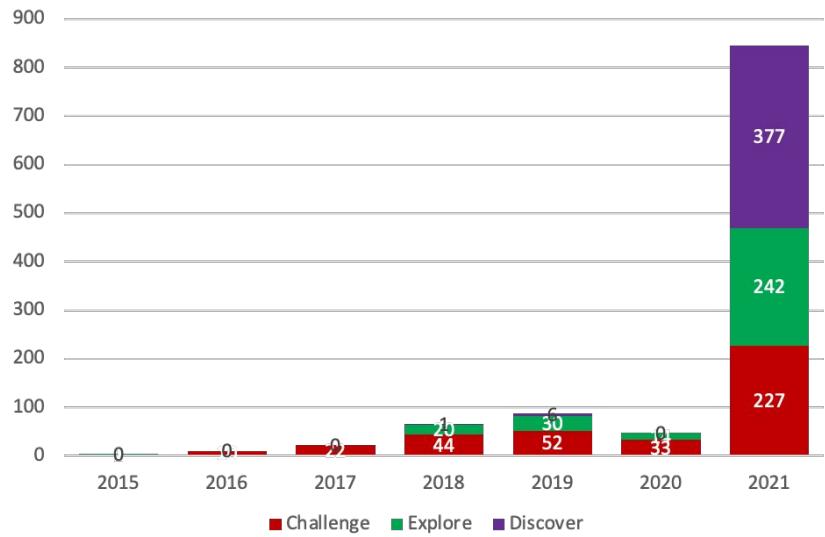


**It's not a competition**

# Challenges



Evolution du nombre d'équipes



You are not going to get it right the first time



## A Day In The Life As An Entrepreneur



Some challenges are bigger than others

# Managing the costs ...





The answers might be far away ...

# Lessons learned

- Know your offering
- Know your market/competition
- Know your key resources and partners
- Know your business model
- Know your regulations

# Structuring



For Science & Technology

# In numbers

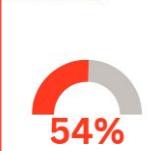


# In numbers



Improvement of student engagement in the classroom

Acquisition of problem-solving skills



Girls' participation rate



Interest in STEM careers



Improvement of at least one behavioral skill



Underserved Areas

+200

Robotics clubs created in public schools

During our programs, students work on different SDGs each season:

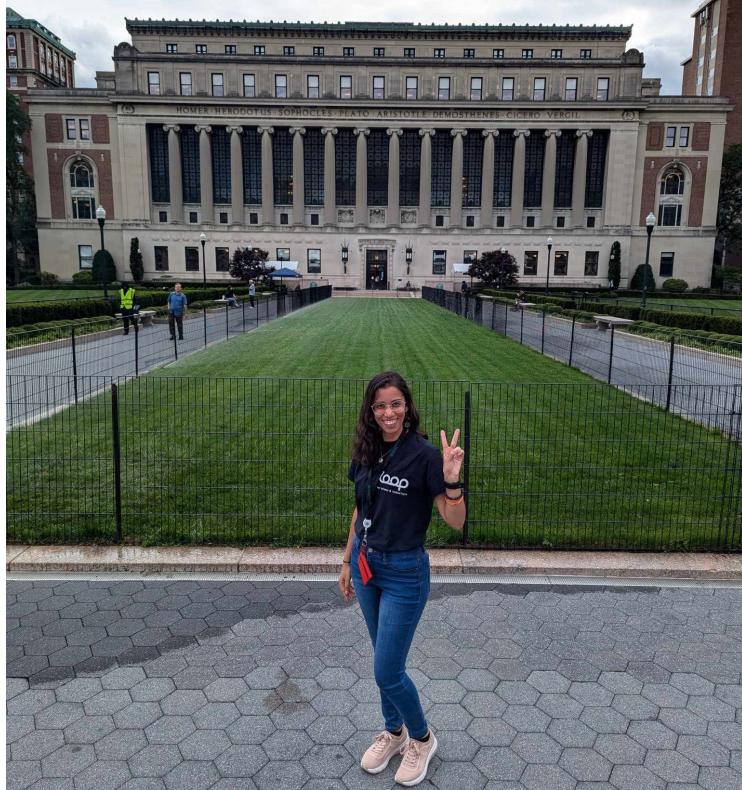


I'm not changing  
THE world

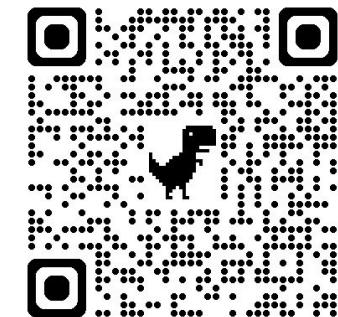
# I'm changing their world...



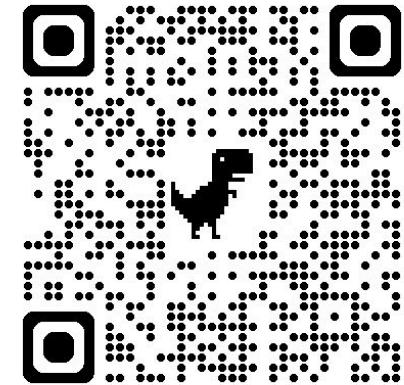
# The Obama Scholars program



# Get involved

[About](#)[FIRST Programs](#)[Get Involved](#)[STEM Centers](#)[Calendar](#)[Our Stories](#)[Donate](#)[Volunteer](#)

# Demonstration



[ftcsim.org](http://ftcsim.org)



Brace yourself!