

# LINGOKIDS - ENTREPRENEUR WITH TC

**EMILY:** [00:00:00] Hey there, welcome to Growing Up with Emily, a Lingokids podcast that helps kids discover how to be whatever they want to be.[00:00:15]

[00:00:30]

**EMILY:** Do you want to find out what's amazing about being an entrepreneur? Tune in to this episode where we'll be hearing from one who is especially inspiring.

**SOPHIA WEBSTER:** It was great because we had all the experience from the year before to build on, [00:00:45] and we put together a new plan, and that year we won. So it was even more special, and it meant more to us because we'd failed the year before.

And there's a quote that I love, which is, A winner is just a loser who [00:01:00] tried one more time. So yeah, that's one of my favorite quotes.

**WINSTON:** Emily!

**EMILY:** Oh, Winston! You scared me! What are you doing flying into the lab like that? Is everything okay?

**WINSTON:** [00:01:15] Oh, better than okay! I was just helping an old lady down the street walk her two dogs, and I had the most amazing and awesome idea for an invention!

**EMILY:** Wow, an invention!

**WINSTON:** What is it? Well, you know, how if you walk two dogs at the same time, they [00:01:30] can get all tangled up in their leashes.

**EMILY:** Hmm, okay, sure.

**WINSTON:** So like, if one dog sees a squirrel and is like, Woof, woof, woof! And it chases after that one, and its leash gets all wrapped around the other dog,

and your legs, and you're like, Whoa! [00:01:45] So what if, Are you ready for this?

**EMILY:** Yeah, I wanna know.

**WINSTON:** What if you had a handle with a little spinning wheel with hooks on it? So that the two dog leashes could latch on at once. So then, when the [00:02:00] dogs crossed each other, the wheel would turn and their leashes wouldn't get all tangled up. Neat, right?

**EMILY:** Hmm, a bit hard to picture it, but are you sure those don't already exist, though? Let's look it up. Double dog [00:02:15] leash that doesn't tangle. Hmm.

**WINSTON:** Well, um, what's it say, Emily?

**EMILY:** Well, it was definitely a good thought, because it looks like double dog leashes are already sold in most pet stores. [00:02:30]

**WINSTON:** Aw, man! I thought it was my million dollar idea.

**EMILY:** Oh, sorry, buddy. I do love your entrepreneurial spirit, though.

**WINSTON:** My entrepr what now?

**EMILY:** Entrepreneurial spirit. You know, like an entrepreneur, [00:02:45] a business owner. That's a person who has great ideas and starts their own business to turn their dreams into a reality.

**WINSTON:** That's a job? I have great ideas all the time! Like, you know how people always lose one sock in the dryer? [00:03:00] Well, I thought up self tracking socks so you can always find them.

Are you telling me I could be getting paid for these great ideas, Emily?

**EMILY:** Maybe, Winston. If the idea's unique enough. And it's gotta be [00:03:15] really good, because entrepreneurs usually take a big risk when they're setting up a business.

**WINSTON:** A big risk? What do you mean by that?

**EMILY:** Entrepreneurs either have to use their Own money or borrow money from a bank to get their business going.

**WINSTON:** I [00:03:30] should really start writing down my invention ideas more often, but in a super secret notebook so that no one steals my ideas. Like that double dog leash, dang it! It could have been huge. What's the alarm for, Emily?

**EMILY:** Oh, I almost [00:03:45] forgot. I've got invited to a big fashion show. You should come along, Winston. It's a show for this really amazing fashion designer, Sophia Webster. And she's actually an entrepreneur herself. Wanna come?

**WINSTON:** Let's do [00:04:00] it!

Whoa, this is sweet, Emily! The lights, and the cool music. Doo, doo, doo, doo, doo, doo, doo, doo. It looks like a big art gallery, or even a museum.

**EMILY:** Let's take a look around before the show starts. I think Sophia's [00:04:15] around here somewhere.

**WINSTON:** Whoa, check out all these fancy, beautiful shoes and these fancy, beautiful display cases. They're all so different.

**EMILY:** These are shoes that Sophia Webster designed. Aren't they gorgeous?

**WINSTON:** I've [00:04:30] never seen shoes like these. They're more like pieces of art than things you put on your feet.

Look at those. They're covered in shiny butterflies. And these have sparkles that light up like stars on the sides. Cool!

**EMILY:** [00:04:45] There's Sophia speaking to a bunch of people, Winston. Let's go listen in. Maybe you can ask her something, too. Shh!

**SOPHIA WEBSTER:** My name's Sophia Webster. I live in East London. I'm a shoe designer. So what I do is a lot of [00:05:00] sketching, lots of choosing colors, and finding really special materials.

I always loved art as a child. So I went to a local art college and I [00:05:15] did a foundation course in art. I realized what I really loved doing was drawing shoes.

**WINSTON:** So do I need to go to a fancy art school and be able to draw really, really well to start my own business?

**EMILY:** No, not at all. In Sophia's case, [00:05:30] being able to draw was a very valuable skill because she was creating a unique vision that she had in her head to present to people.

But many business owners don't even draw a thing. They can develop their ideas in other ways, through writing out business [00:05:45] plans, online presentations, and through conversations too.

**WINSTON:** Hmm. Now I just gotta come up with my own invention to start a business.

**EMILY:** Sure. But business owners don't only invent things. Sometimes they take old ideas and put [00:06:00] a fresh spin on them, making them more exciting.

**WINSTON:** Just like how Sophia didn't invent shoes. She just had an idea to make them even more exciting.

**EMILY:** Yeah, you got it. It's all about invention or creating [00:06:15] something new or innovation, making something that already exists even better.

Oh, Sophia's taking a question Winston. Go for it.

**WINSTON:** Oh, um, hi Sophia. Um, I have a question. I know you went to [00:06:30] art school and you can draw some really amazing shoes. But do you think it's important that you sketch them yourself?

**SOPHIA WEBSTER:** I think to be a successful shoe designer, you need to be able to communicate your ideas really [00:06:45] well in a sketch so that the factory that you send that to you will be able to interpret your design.

So being able to draw the details and embellishments that you want on your shoes really accurately [00:07:00] definitely helps to ensure that your shoes end up looking exactly how you want them to look.

**WINSTON:** Um, Sophia, I have another question for you, please. Even though you're like the brains of the operation. Who comes up with all the big [00:07:15] ideas.

Do you have people who help you?

**SOPHIA WEBSTER:** We work as a team to build a really creative and colorful and exciting collection.

**WINSTON:** Thanks, Sophia. Wow, Emily. It makes sense the business owners need a team to help with all the different [00:07:30] parts of their business.

**EMILY:** I want to take a quick minute to tell you and our listeners about Lingo Kids. You know how I started every episode by saying that it's a Lingokids podcast? Well, Lingokids is the number one learning [00:07:45] app for kids. They believe that learning can be fun, and I think so too. They've transformed screen time with educational and interactive games, videos, and songs. And, you can play all these on their app.

What do you think, Winston?

**WINSTON:** What do I think? [00:08:00] Sign me up! I have a question for you, Emily.

**EMILY:** Yeah, go for it.

**WINSTON:** You think you can snag me a pair of those cool shoes? No,

**EMILY:** I don't think so, Winston. They're pretty rare.

**WINSTON:** Aw man, well, never hurts to ask. How [00:08:15] about this then? Who were the first business people ever, and what did they do?

**EMILY:** We may not know who the very, very first business owners were, Winston, but Niccolo and Mafeo Polo were some of history's earliest and most successful. [00:08:30]

**WINSTON:** Polo? Like Marco Polo?

**EMILY:** Actually, yes, Winston. Very good. Niccolo was Marco Polo's dad, and Mafeo was his uncle.

**WINSTON:** Oh, I didn't even know Marco Polo was a real person. I just thought it was a game I played by the pool. [00:08:45] So what kind of business did his dad and uncle have, Emily?

**EMILY:** Well, they lived in the beautiful island city of Venice, Italy, where people still use little boats to get around town, even today. Niccolo and Maffeo were very famous merchants who walked [00:09:00] all the way from Venice and other parts of Europe to Asia to sell and trade rare goods to people along the way.

In fact, they were some of the first Europeans to ever visit Asia.

**WINSTON:** What kinds of things did they trade? Like Pokemon cards? [00:09:15]

**EMILY:** This was way before Pokemon cards, Winston. Over 700 years ago. The brothers traded soft silks, shiny gemstones, furs, and spices.

**WINSTON:** I mean, that's almost as cool as Pokemon [00:09:30] cards.

**EMILY:** And they were great at it, too.

In fact, they met royalty all across Asia because of how good they were at their job.

**WINSTON:** Oh, wow! Hey, Sophia's taking another question, Emily. You go for it this time.

**EMILY:** Oh, thanks, [00:09:45] Winston. Sophia! Sophia! Hey there! It's me, Emily. I've got a question for you. What are the hallmarks of a great shoe designer? And what should people do if they want to become one?

**SOPHIA WEBSTER:** Being a shoe designer is not just creative, [00:10:00] it's practical as well. So being able to understand how a shoe is made and put together is really important. And then being able to combine your creativity with a knowledge and [00:10:15] awareness of what people are currently wearing and what you think people want to wear. Is really important. So I would definitely say to just keep looking at people's shoes. And if you're on the train or the bus, or you're walking down the [00:10:30] street or you're in a restaurant, just keep looking at what people are wearing. And that would definitely inspire you to design some really amazing shoes.

**WINSTON:** That's pretty cool, Sophia. What are you inspired [00:10:45] by?

**SOPHIA WEBSTER:** I get a lot of inspiration from art, from movies, music. But my favorite thing to be inspired by is magical, mythical [00:11:00] mermaids. But what I really love is nature. So flowers. I've done lots of shoes over the years, which have all different types of flower embellishments.

And I love butterflies. [00:11:15] I love their ability to adapt and change and they have such beautiful details. If you really zoom into their wings, they have amazing patterns that are just created by [00:11:30] nature and absolutely beautiful color palettes that I find just so inspiring.

**WINSTON:** Wow, I guess you really can find inspiration anywhere, Emily.

Walking a dog, reading books about magical creatures, [00:11:45] or even people watching on the subway. You never know when ideas will come to you.

**EMILY:** That's for sure. I'm sure many entrepreneurs have come up with great ideas in the most random situations. Sometimes, even if you have a good idea, it [00:12:00] takes a while to make it just right in real life.

A lot of business owners make mistakes early on, Winston. It's part of the job. In fact, many famous businesses failed at first. But the owners learned from their mistakes and changed things so that [00:12:15] they could succeed.

**WINSTON:** Really? Like who, Emily?

**SOPHIA WEBSTER:** I've tried and failed at lots of things in my career. So one thing that sticks out for me would be when I [00:12:30] entered the Vogue Fashion Fund, which is a big competition.

If you win it, you win a lot of money to help progress your company. And the first year that I entered that, I tried really hard [00:12:45] and me and my husband, we stayed up all night for like a week, working on our presentation and our entry. And then we didn't win, which we were a bit sad about. The next year it came around again [00:13:00] and we were like, yeah, let's go for it. Let's try again. And it was great because we had all the experience from the year before to build on. And we put together a new plan and that year we won. So it was even more [00:13:15] special and it meant more to us because we'd failed the year before. And there's a quote that I love which is, A winner is just a loser who tried one more time.

So yeah, that's one of my favorite quotes.

**WINSTON:** So Sophia kept going and all her hard [00:13:30] work paid off. I bet there were some times where she wanted to quit, though.

**EMILY:** I'm sure you're right. No one likes to continue doing something and failing. But sometimes if we stick it out and get better at whatever the task is, it can lead to excellent results.

**WINSTON:** [00:13:45] Yeah, that's true. You gotta just keep going.

I had such a great time learning about Sophia Webster today, Emily. And I'm even more excited about being a business owner.

**EMILY:** What do you like most about it, Winston?

**WINSTON:** I think it's pretty [00:14:00] awesome you get to make up your own rules if you own a business. And then you can invent cool things that make people happy. Like fun toys or neat shoes.

**EMILY:** That's a great observation, Winston. Being a business owner can let you really explore the things you love the most.

**SPEAKER:** “The [00:14:15] runway show is about to begin. Please take your seats.”

**WINSTON:** Oh, uh, let's get our seats, Emily. I can't wait to see all the models walk in the insanely cool shoes that Sophia's designed.

And after that, can we get back to the lab? [00:14:30] My mind is swirling with all kinds of ideas for businesses and inventions. I gotta write them down.

**EMILY:** Alright, Winston. I can't wait to see what you come up with. Let's watch Sophia's fashion show.

[00:14:45] Thanks so much for joining us today on Growin Up. If you've got a fun or exciting idea for an invention, jot it down, you could turn it into an awesome business one day.

See you again soon.