

Opportunity Unlocked: Entrepreneurship for People with Down Syndrome

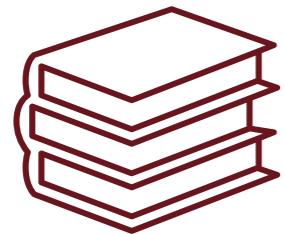
November 18, 2025

Mission

NDSS is creating a world where individuals with Down syndrome thrive.

NDSS Core Pillars

NDSS supports and advocates for the Down syndrome community by focusing on four key pillars:



**Resources
& Support**



Research



**Advocacy
& Policy**



**Community
Engagement**

NDSS Employment Program

- Employment Policy and Advocacy
- Resource Development
- Private Sector Engagement
- Local Affiliate Support
- Raising Awareness
- Entrepreneurship and Self-Employment



Entrepreneurship Guide



Entrepreneurship Guide



The NDSS Entrepreneurship Guide is designed to help individuals with Down syndrome and their families learn more about entrepreneurship as a pathway to employment and what it takes to start a business.

This resource was developed in partnership with:



NDSS Holiday Gift Guide



Visit:
https://ndss.org/holiday_gift_guide
or scan the QR code



Speaker Introductions



Opportunity Unlocked

Entrepreneurship for People with Down Syndrome

Presented by:

Jenny & Linda Anderson
Celebrate EDU

Anna Sasser
Down Right Designs

31

Million
Entrepreneurs
in the U.S.

Famous Entrepreneurs



Mark Zuckerberg



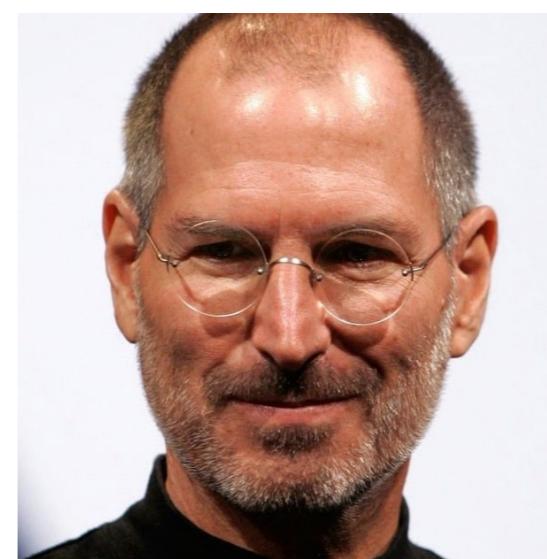
Oprah Winfrey



Walt Disney



Sara Blakely



Steve Jobs

Common Entrepreneurs



Coffee shop owner



Comic book shop



Lawn care



Lemonade stand

Entrepreneurs are
everywhere!

Self-Employment is
the Fastest Growing
Sector of our
Economy



INDIVIDUALS
WITH DISABILITIES ARE
2X MORE
LIKELY TO BE
SELF
EMPLOYED
THAN THE GENERAL POPULATION

#DiscoverYourAWESOME

CelebrateEDU.org



Bureau of Labor Statistics 2022

Why Entrepreneurship Works for People with Disabilities:



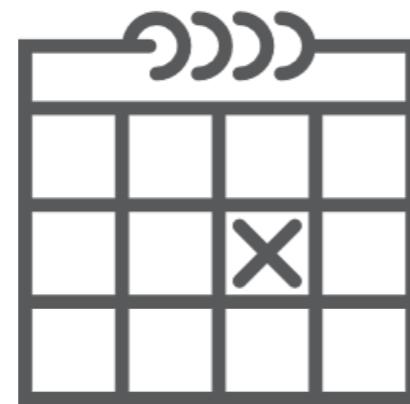
Comfortable work environment



Few transportation barriers



Interest Driven



Customizable schedule



Can be predictable



source

Allison Fogarty



Doggie Delights by Allison

John Cronin



[John's Crazy Socks](#)

Entrepreneurial Education

Teaching the knowledge, skills, & mindset needed to find opportunities, solve problems & create new ideas or businesses

Ways to Teach Entrepreneurial Skills

Uncover Your Interests and Strengths



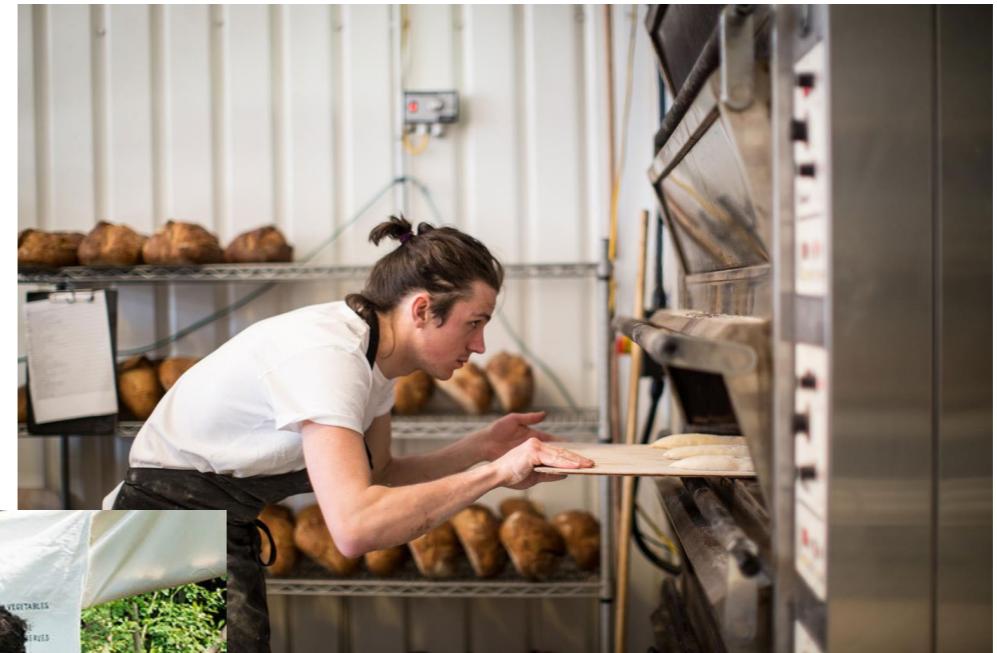
Allow students to connect their passions and interests to businesses or entrepreneurial ideas

Learn Business Vocabulary



Create engaging activities to encourage understanding of important business terms

Meet Local Entrepreneurs



Visit small businesses or invite entrepreneurs to share their experiences with the class

Practice Setting Goals



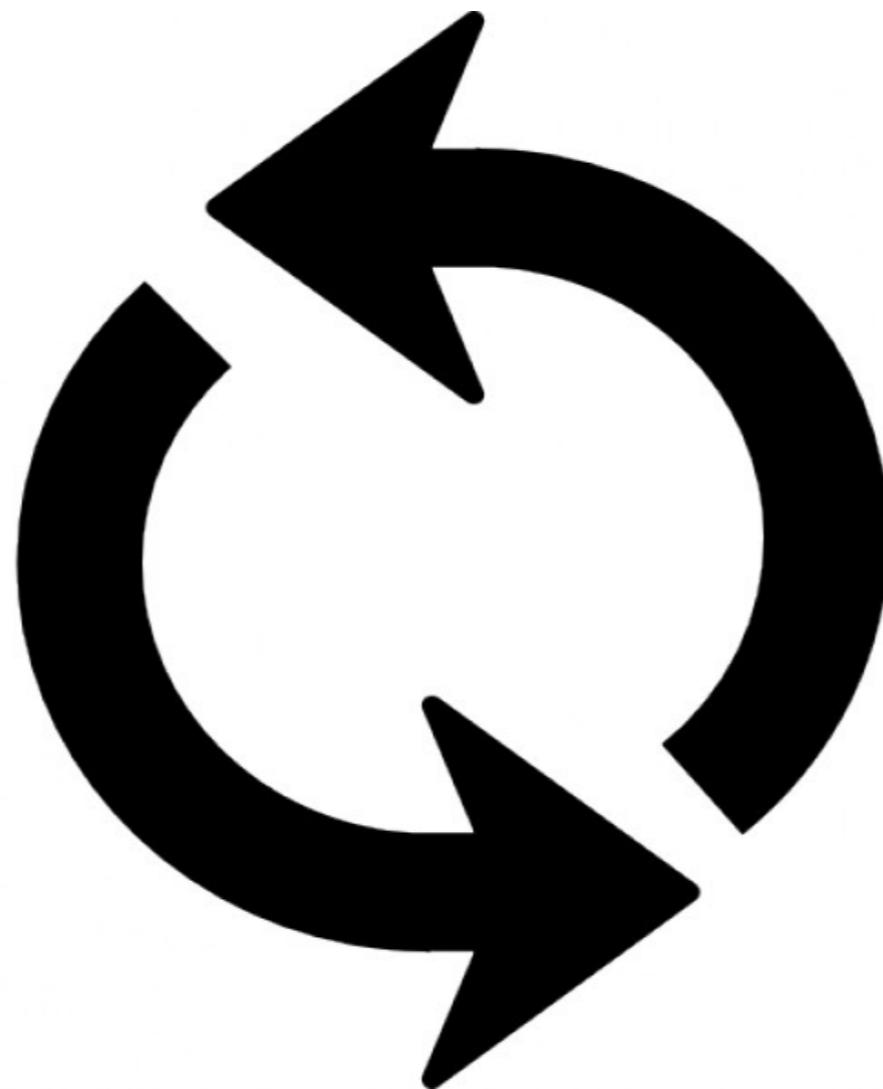
Use the SMART goal method to work on daily, weekly, or monthly goals

Understand Money & Finance



Teach budgeting, pricing, and costs through hands-on exercises or simulations

Learn How to Solve Problems



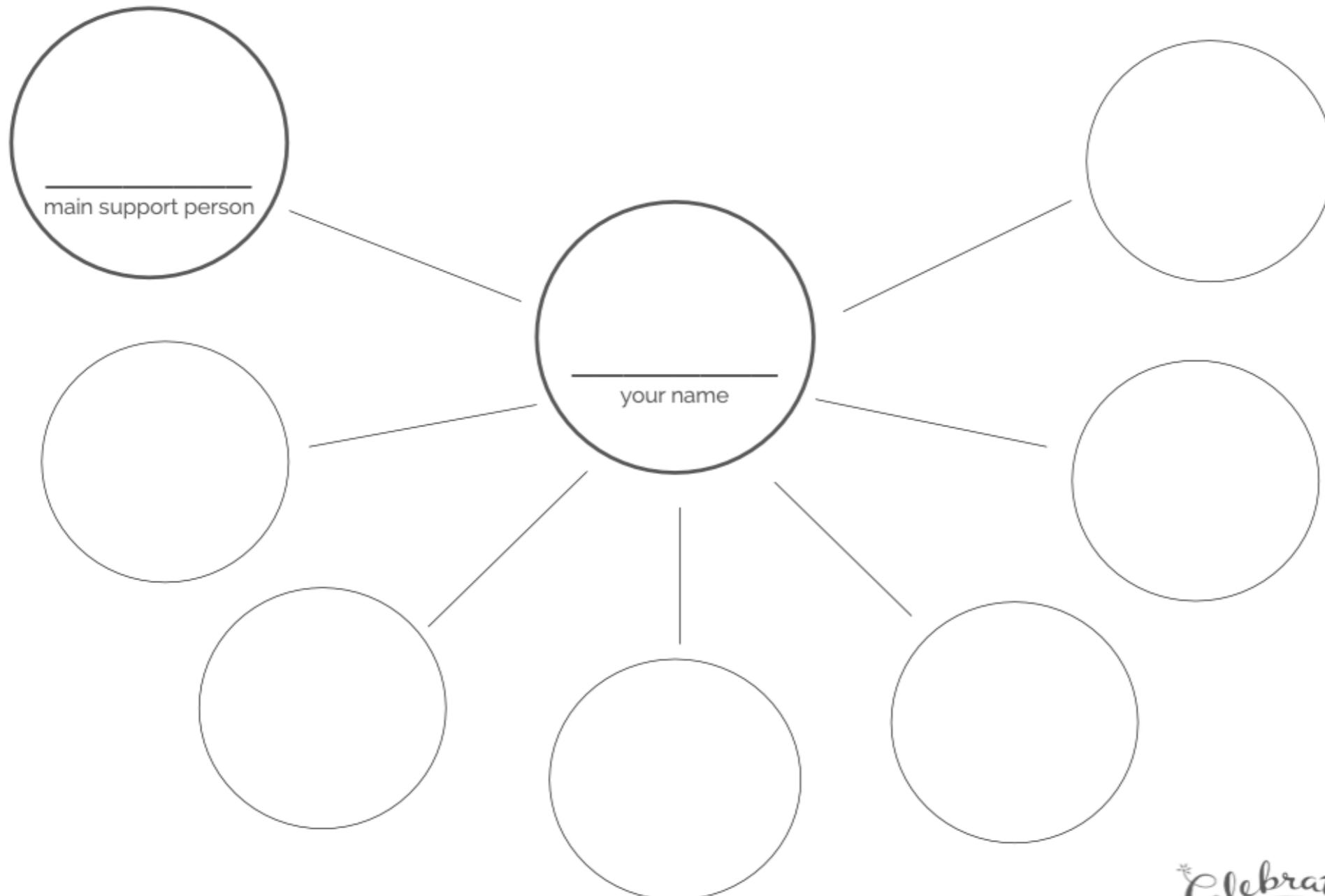
Present real-world problems and ask learners
to develop solutions

Practice Business Etiquette



Role plays to practice business scenarios such as meetings and customer interactions

Develop your Support Network



CelebrateEDU.org



Identify the people and organizations that will help & support employment endeavors

Proven Benefits of Entrepreneurship Education



Business
Understanding



Creativity &
Motivation



Improved
Communication



Financial
Literacy



Problem solving
skills



Self-Advocacy

Self-Advocacy

The ability to identify your
needs and communicate
them to others

Self-Advocate Skills



Know Your
Strengths



Problem solving



Self-Confidence



Understand
Your Rights



Setting Goals



Asking for help

Meet Anna Sasser



Down Right Designs

**Celebrate*
EDU

Other Inspiring Entrepreneurs with Down Syndrome

Allie Guard



Allie Art Designs

Houston Vandergriff



Downs and Towns

Grace Key



Candidly Kind

Max Crawford



Max Mix

Matthew Hessburg



Matthew's Bonfire BBQ

Emma Venticinque



Elf Emma

Everyone has the
ability to be an
entrepreneur



THE
CELEBRATE
SHOP
2025

Supporting Entrepreneurs with Disabilities

CelebrateShop.org

Celebrate
EDU



Celebrate
EDU

MICROGRANTS

CelebrateEDU.org/microgrants

Online Entrepreneurship Classes



CelebrateEDU.org





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