

# 7. ENGAGE the WHOLE

## DELIVERABLES:

ROADMAP for  
ECOSYSTEM  
BUILDERS:  
FOSTERING GREATER  
INCLUSION

INCLUSIVE ECOSYSTEM  
MOVEMENT-BUILDING  
FRAMEWORK

ALL ROADS LEAD to  
ENTREPRENEURIAL  
OPPORTUNITIES:  
DISCONNECTED to CONNECTED

ALL-IN: ECOSYSTEM.  
BUILDERS' GUIDE to  
INCREASING  
DIVERSITY & INCLUSION

## INSIGHT:

WE NEED  
a GUIDE!

# NAME

## ROADMAP FOR ECOSYSTEM BUILDERS:

### Fostering Greater Inclusion

*Aldo Aguirre*

*Amy Kuhlers!*

*Tom Duman*

SARAH BINDER

Melinda Epler  
Chevon Baucus

*Imogene Harris*

*Lakshmi Shenoy*  
*Bea Wiggins*

*Jane M. Muir*

Chad Renando  
:)

# DESCRIPTION

Value proposition is demonstrating motivating factors to get people to TAKE ACTION.

Giving people a reason to partner and a roadmap on how to bring the parties together for the mutual benefit of all involved. Roadmap includes:

- + Stats supporting economic benefits
- + Marketing materials to bring ppl together
- + Key Players + Key message points
- + Resources Needed

Roadmap for ecosystem builders:

Deliverable Name:

Fostering greater inclusion

Mission Title:

Engage the whole

Table:

34

## Description

what are you delivering today?

Inclusivity Canvas  
+  
Outline of process to  
use it effectively

## Application

how does it work? how will it be used?

Customizable framework  
Iterative / living doc - it's never "done"  
Could be used by ecosystem  
(with one group as lead convener)  
or an individual organization

## Impact

how will it help ecosystem builders?  
what systemic issues will it address?

Promotes understanding of needs,  
talents + resources of all stakeholders  
Prompt to challenge assumptions +  
uncover hidden bias  
Unified sense of purpose - build consensus  
Builds bridges for disconnected  
Defines case for action / ROI

## Team Members

who is working on this? include contact info and  
any future plans or commitments

Chevon Baccus - ChevonB@aol.com

Sarah Binder: Sarah.e.binder@gmail.com

Aldo Aguirre ALDO.AGUIRRE@TECHSTARS.COM

Lakshmi Shenoy LAKSHMI@I871.COM

Beth Fitz Gibbon beth.fitzgibbon@gmail.com

Amy Kuhlens amy.kuhlens@gmail.com or  
@iowaeda.com

Jane Muir jmuir@ufl.edu

## Partners & Resources

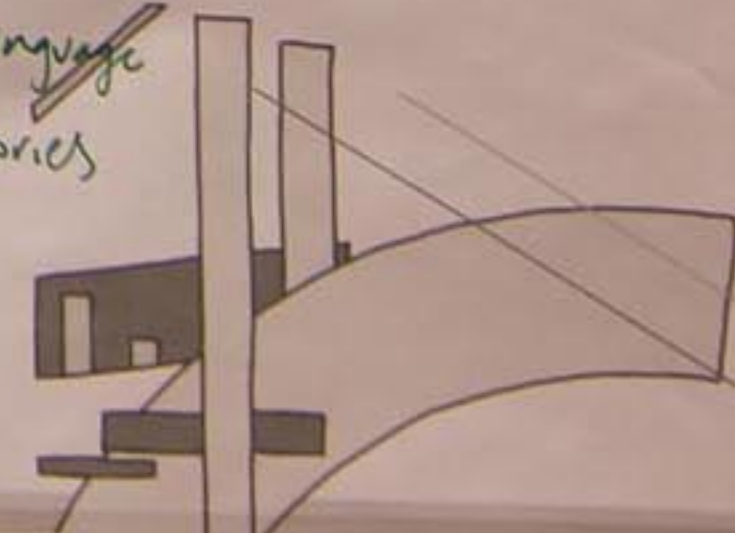
what partners and resources should be  
engaged going forward?

Customized to community  
↳ go beyond "usual suspects"

## Next Steps

what should happen next? where would you  
like to see this go in future iterations?

- formalize canvas + process guide
- Collect / develop supplemental resources
  - Economic stats
  - Draft invitation to stakeholders
  - Glossary of inclusive language
  - Case studies / success stories
- feedback from fellow ecosystem builders



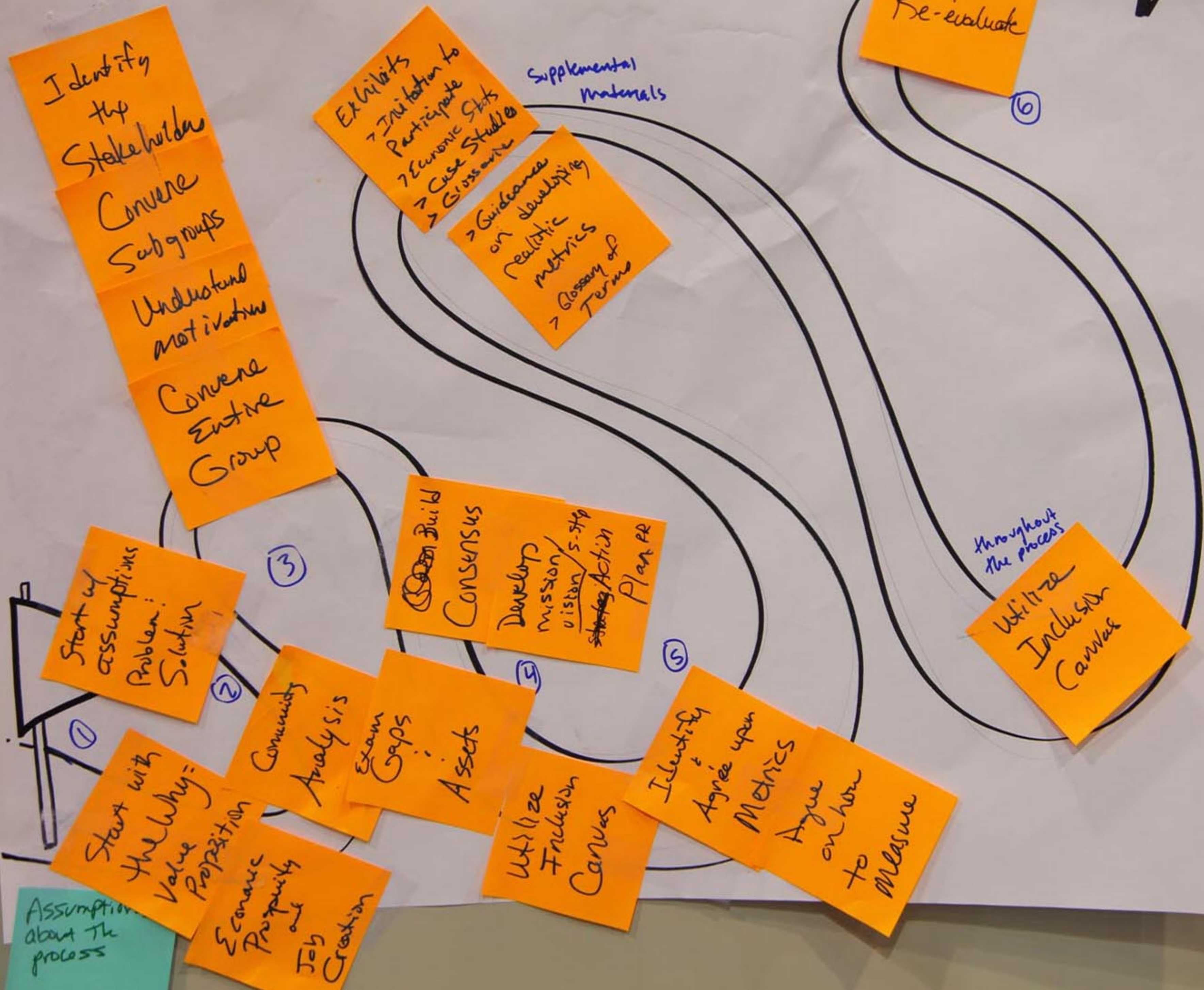
# Inclusivity Canvas

TABCE  
39 34

Programs/ Partners	Current Activities	Value Proposition	Language	Audience/ Segment
	Current Resources/ Grants	Stats	Channels	
Action Plan			Benefits / ROI / Beneficiary	

# PAIN POINTS

- Lack of Recognition / Acknowledgement
- Built-In, Unintentional Biases
- Geographic Disconnection
- Perception
- Build a Tent / Decrease Silos
- Competing Priorities & Different Needs to Be addressed
- Funding & dedicated Resources
- Need to demonstrate ROI



Media /  
Storytelling

Tactics <sup>Lakshmi</sup>  
Programs  
and Initiatives  
That have been  
successful  
in my city

Connecting  
Resources  
  
Amy K

CONTRIBUTIONS

Grassroots /  
Volunteer  
experience

Understanding  
Rural  
Issues

- Lessons learned  
in neighborhood  
engagement  
- Access to justice  
initiatives

TESTING  
WITH  
ECOSYSTEMS

Understanding  
across diff.  
geographies &  
underrepresented  
groups

Engaging  
partners  

---

Connect Resources  
- Imagere

PERSPECTIVE  
OF RUNNING  
A NCB

Community  
engagement  
processes -  
Messaging  
Chavan

TIM  
TAMS

Identifying  
& soliciting  
appropriate  
funders

Convening  
community  
groups to  
jointly address  
common issues



# Fostering Greater Inclusion

Melinda Epler  
Chevon Baccus  
Opal M. Muir

Aldo Aguirre  
SARAH BINDER  
Imagine Harris

Amy Kuhlers

Lakshmi Shenoy

Beth Fitz Gibban

Tom Duman

Chad Renando

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- + Marketing materials to bring ppl together
- + Key Players
- + Key Message Points
- + Resources Needed

- Resource list → funding

- obstacles to avoid (tripping points)

- Place to write your community mission

## Includes:

- ROI research + stats

- Stakeholders list (who, what, why)

- Marketing Materials

- Examples/success stories/case studies

- Guide for inclusion language/glossary

- Metrics + how to capture

- Action steps - how to start

- Draft invitation + process for convening

Intro to the guide - making the case for why

Roadmap for ecosystem builders:  
Deliverable Name: Fostering greater inclusion

### Description

what are you delivering today?

Inclusivity Canvas  
+  
Outline of process to use it effectively

how do  
Customize  
Iterative  
Could be  
with  
or

### Team Members

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Beth Fitz Gibban beth.fitzgibban@gmail.com

Amy Kuhlers amy.kuhlers@gmail.com or @iowaeda.com

Jane Muir jmuir@ufl.edu

### Partners

what part

Customized  
to go beyond

34

Making the Case

**Toolkit** for having a collaborative conversation

Roadmap for Ecosystem Builders:

Fostering greater inclusion

- Incentivizing Inclusive Partnerships
- Value Prop for Inclusion

Partnering for DESCRIP.

Inclusive Economy  
Biz Case  
Partnerships



How to have  
Biz + Gov be  
built-up from the  
start, and not  
an awkward  
add-on?

↓ silos/  
territories

Competing  
Priorities  
+ Different

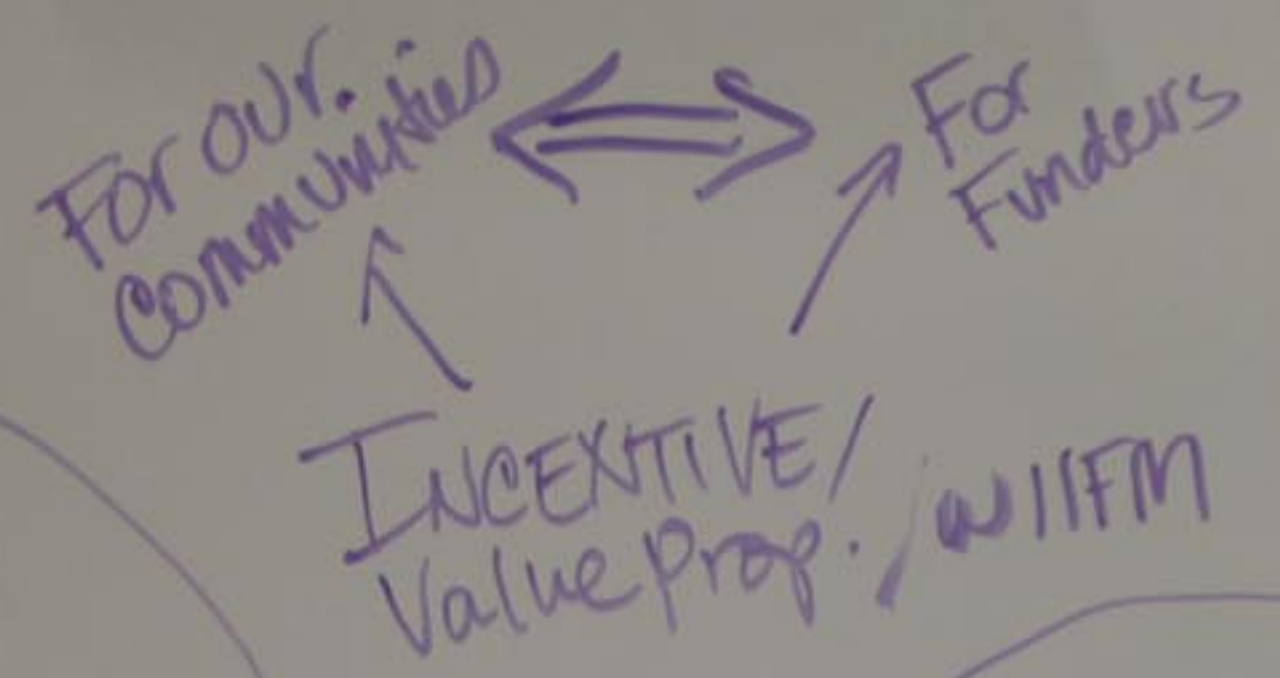
Funding  
Lack of

Demonstrate  
ROI  
Time/Systems  
to prove ROI

Lack of digital equity  
(access + education)  
Lack of access to  
legal services  
Too many initiatives  
driven by outside  
without engaging  
residents first

Issues will it address?  
 ing of needs,  
 res of all Stakeholders  
 assumptions +  
 n bias  
 purpose - build consensus  
 for disconnected  
 ction / ROI

**Next Steps**  
 ppen next? where would you  
 is go in future iterations?  
 + process guide  
 supplemental resources  
 to Stakeholders  
 clusive language  
 Success Stories



Partnering for DESCRIP.  
 Inclusive Economy  
 Biz Case  
 Partnerships

How to have  
Biz - should be  
built up from the  
start, and not  
an afterward  
add-on?

How make  
inclusion a  
priority for  
our partners  
too

Assumptions  
+ Stereotypes  
by the  
majority  
population

Hard to  
address a  
systemic  
problem of  
gender bias/  
stereotypes

Ignorance on  
the appropriate  
ways to commu-  
cate to other  
underrep. groups.

Older Com-  
munity leaders  
w/ political  
power influence  
who resist  
change

Lack of  
Recognition/  
Acknowledgment  
of the Problem

Built in  
Biases/  
Unintentional

Geog.  
Disconnect

Perception

Build a  
Tent

↓ silos/  
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Competing  
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Funding

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Demonstrate  
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Time/Systems  
to prove ROI

Lack of digital equity  
(access + education)  
Lack of access to  
legal services  
Too many initiatives  
driven by outside  
interest groups  
rather than first

Default patterns  
of thinking  
(old boy network)

Lack of  
Collaboration,  
Community  
Conversation

Lack of  
role models

Lack of  
vision -  
"old guard"  
still running  
things

Silos in  
community  
especially  
around D+I

Self-segrega-  
tion  
by individual  
ethnic groups  
joined  
intentionally

Lack of  
Bandwidth

Rural - perceived  
lack of resources  
finders

Lack of  
Resources to  
Connect the  
disconnected  
through programs

Access to  
Resources  
(Capital, Mentors,  
Deals)

We are downtown  
(geographically  
disconnected  
from these underser-  
viced pops but  
we have created  
critical mass downtown)

Folks not  
knowing  
identifying  
selves as  
entrepreneurs

Lack of women  
in leadership  
roles

Each under-  
represented group  
has unique set  
of challenges  
that need to be  
addressed in  
unique ways

Connecting  
with  
the right  
partners

Women's lack  
of self  
confidence

Lack of  
intersectionality

Competing  
among the  
groups - need  
regional cooperation

Too many  
local orgs  
+ gov orgs  
with overlap-  
ping initiatives

Still regarded  
as an  
"extra" step

Competing  
Priorities/  
Communities  
(either/or  
vs both/and)

Bandwidth of  
successful  
women to  
serve as role  
models and  
mentors

OLD  
thinking

We have created  
"D+I" spokespeople.  
Same POV all  
the time. Hard  
to grow tent +  
advance conversation

Rural pop.  
Very  
white

Women's lack  
of self  
confidence

Lack of  
cohesiveness  
in Hispanic,  
African American  
communities

Fighting old  
perceptions that  
our org is for  
white  
"bros"

Basic needs -  
childcare,  
transportation,  
etc.

Understanding  
transportation challenges  
- On-line resources often  
have biases in design that  
make them not as intuitive  
as they purport to be

Branding,  
marketing  
messages

**7. ENGAGE DELIVERABLE**

ROADMAP for  
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ALL ROADS LEAD to  
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OPPORTUNITIES:  
DISCONNECTED to CONNECTED

**INSIGHT:**

WE NEED  
a GUIDE

For our communities

For Funders

INCENTIVE/  
Value Prop. / WIFM

Knowing who to engage in a community (where to start)

Lack of Recognition/Acknowledgment of the problem

How make inclusion a priority for our partners too

Assumptions + Stereotypes by the majority population

Hard to address a systemic problem of gender bias/stereotypes

Ignorance on the appropriate ways to communicate to other underrep. groups.

Older community leaders in positions of power/influence who resist change

Built in Biases / Unintentional

Default patterns of thinking (old boy's network)

OLD thinking

We have created "D: I" spokespeople. Same POV all the time. Hard to grow tent & advance conversation

Basic needs - childcare, transportation, etc.

-- Understanding transportation challenges  
-- On-line resources often have biases in design that make them not as "inclusive" as they purport to be

Geog. Disconnect

Lack of Collaboration, Community Conversation

We are downtown (geographically disconnected from these underserv. pops but we have created critical mass downtown)

Rural pop. Very white

Perception

Lack of role models

Folks not identifying selves as entrepreneurs

Women's lack of self confidence

Fighting old perceptions that our org is for white "bros"

Build a Tent

Lack of vision - "old guard" still running things

Lack of women in leadership roles

Lack of intersectionality

Lack of cohesiveness in Hispanic African American communities

↓ Silo territories

Silos in community especially around D: I

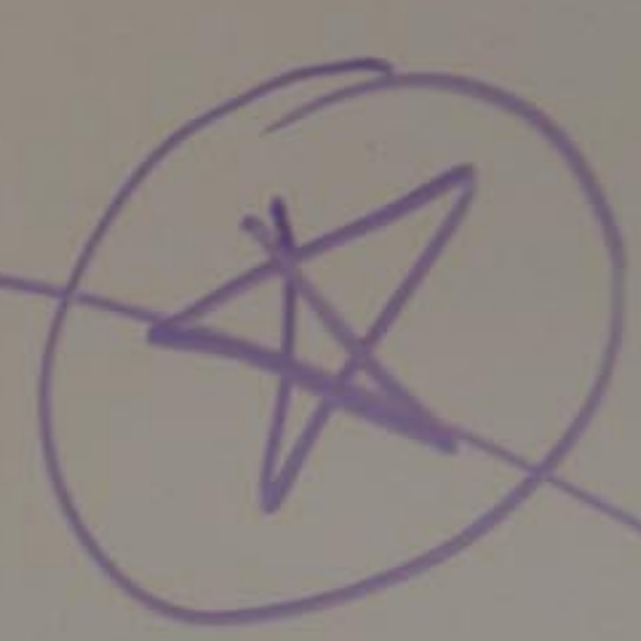
Self-segregation by individual ethnic groups focused internally

Connecting with the right partners

Branding, marketing messages -

← → For Funders

INCENTIVE / value prop. / WIFM



How to have  
DIO + INC be  
built-in from the  
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Competition  
among Ec Dev  
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Too many  
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# Inclusive Economic Biz Case Partnerships



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ROI

Time/Systems  
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-Lack of digital equity  
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-Too many initiatives  
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Demonstrate  
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- Lack of digital equity (access + education)
- Lack of access to legal services
- Too many initiatives dictated by outside without engaging neighborhoods first

Time/Systems  
to prove ROI

7. ENG  
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- perceived  
of resources