

## NAME

ALL-IN

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# DESCRIPTION

ECOSYSTEM BUILDERS'  
INCREASING  
GUIDE TO<sup>v</sup> DIVERSITY  
& INCLUSION

Deliverable Name: ALL-IN

Mission Title: Engage the Whole  
Unlocking Talent

Table: 35

### Description

what are you delivering today?

Ecosystem Builders' Guide to Increasing Diversity & Inclusion

### Application

how will it be used?

Case-why matters  
①

Assess Community  
②

Each Barrier =>  
③

Problem Opportunity  
Ways forward solutions

Success Stories  
Impact stories

Best practices highlighted

### Impact

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

Inspiring Action

Process for ways forward

clear linear simple

### Team Members

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

Rebekah Marr - rebekah@costarters.co  
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Pat Bishop - pamb@swifoundation.org - 507-455-8215  
CHYMEKA OLDFOSE - colfosa@build.org  
Estelle Reyes - estelle@laci.org

### Partners & Resources

what partners and resources should be engaged going forward?

Project Include

CO-STARTERS

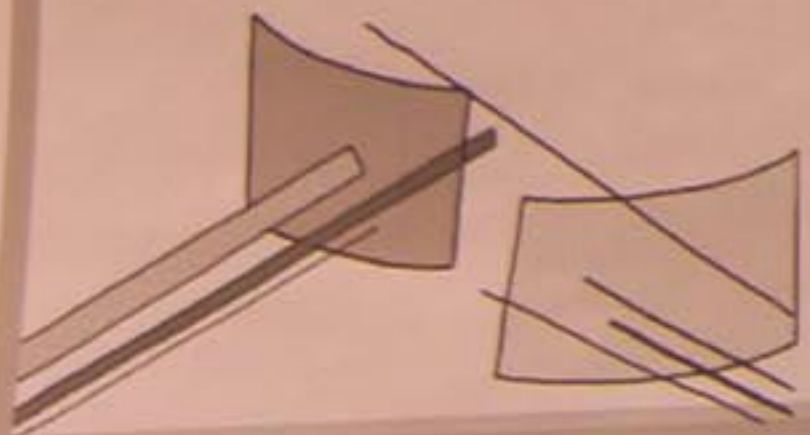
Kaufman

### Next Steps

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

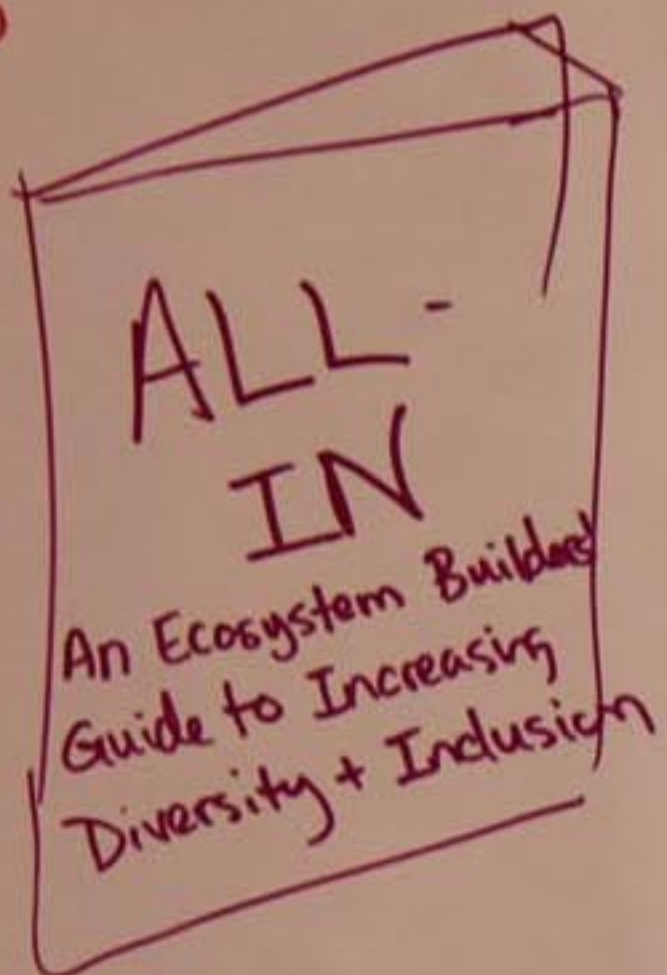
Sketch out guide

collecting best practices



Womens economic ventures





# STEP 1:

## Why Diversity



# STEP 2:

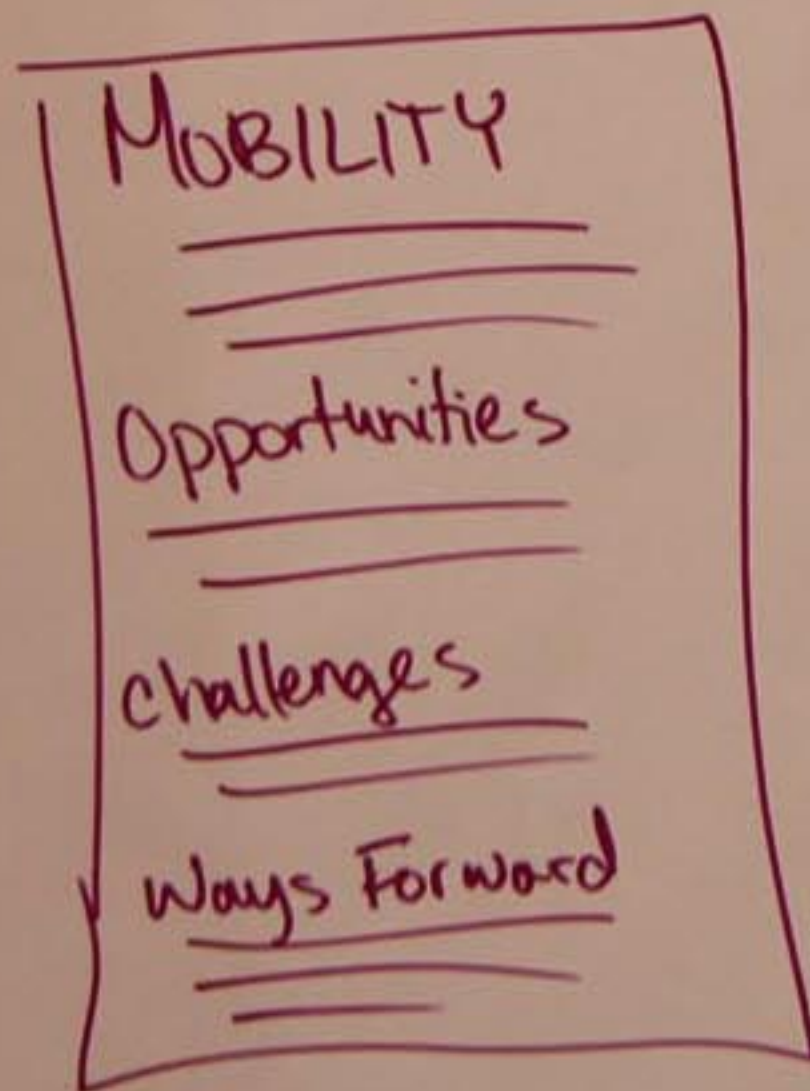
## Understand Your Community

- + Who is your target?
- + Talk with them to uncover pain points



# STEP 3:

## Address Pain Points



- + Mobility
- + Childcare
- + Isolation
- + Resources
- + Social Capital
- + Financial Capital
- + Self-identity
- + Life-Balance
- + Cultural Understanding...

# COMMON PAINPOINTS FOR INCREASING DIVERSITY

POLICIES THAT  
SUPPORT DIVERSE  
ENTREPRENEURS



FREE FLOW  
OF PEOPLE,  
IDEAS, +  
CAPITAL 😊

LACK OF  
CULTURE FIT

FINDING  
MENTORS

LACK OF  
ENTREPRENEURIAL  
EDUCATION

ACCESS  
TO  
CAPITAL

ACCESS  
TO  
ECOSYSTEM

LACK OF  
MODELS

35

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# ACCESS

Isolation  
Recognition  
Resources  
Connections  
Models

## (Project) Accelerating Access

- Reaching Students
- Isolation
- unwritten barriers to entry: perception that entrepreneurship is not for me
- NOT BEING TAKEN SERIOUSLY + optics that
- fear of the deep end
- Not given A CHANCE UPFRONT
- Lack of policies that support
- Individuals are not fully in the picture of many things that are being done for them as leaders/businesses
- Lack of capital to expand reach
- Lack of access to capital
- Building Trust
- Gaining Trust
- Balancing cultures + notions of time/respect/trust
- Family Culture - unfamiliarity
- Cultural understanding
- Lack of understanding of entrepreneurship
- Lack of knowledge around resources available
- Lack of interest from investors/stakeholders
- lack of clarity for life balance
- don't have successful models that "look like me"
- program that typically has 52% women founders

- Mobility - Transportation
- lack of education re: biz ownership fundamentals
- Finding the 'right' community connectors (trusted)
- Separating people out + not integrating support
- Clear Pathway that's Practical
- near support network
- Resource Entry Points
- Business Support Teams
- Lack of mentors
- Over committed people of color being asked to represent. Struggle for them
- Clubs/Case

- Passion for progress
- Executive Training
- Education - workshops - meet-ups - summits
- Small encounters better
- Peer Network
- Best practices org. dev.
- Advocacy + policy dev.
- National connections (gov + advocacy)
- curricula
- Experience packaging, refreshing, proven models + tools
- messaging
- Telling + sharing stories
- entrepreneurial training
- response to startup ecosystem

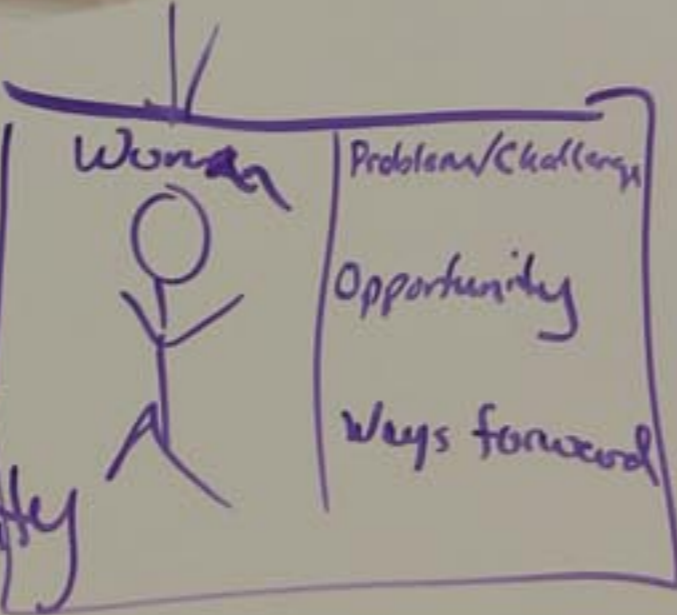
### Barrier/Challenge

- Mobility
- Challenge
- Questions to consider
- Possible Solutions

1. Why diversity?

2. Understand your community

- internal + external
- who is your target?
- Talk to them to discover pain points



ALL-IN

Ecosystem builders guide to inclusion + diversity

Playbook

NAME \_\_\_\_\_ 35

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ECOSYSTEM BUILDERS' GUIDE TO INCREASING DIVERSITY & INCLUSION

55

Reaching Students

fear of the deep end

Isolation

unwritten barriers to entry: perception that Eship is "not for me"

NOT BEING TAKEN SERIOUSLY + optics of that

Not given A CHANCE upfront

Lack of policies that support

Over committed people of color being asked to represent stretched too thin

Building Trust

Cultural understanding

Balancing cultures + notions of time/respect/trust

Family Culture - unfamiliarity

GAINING TRUST

Individuals not believing in the power of young people from poor neighborhoods as leaders/businesses

LACK ment

# ACCESS

## Isolation Recognition Resource Connection Models

Lack of acknowledgment of a continuum - (vc start-up vs. small biz)

don't have successful models that "look like me"

lack of clarity for life balance

Lack of capital to expand reach

lack of access to capital

Lack of understanding of entrepreneurship

lack of knowledge around resources available

Lack of interest from \$ and/or stakeholders

program that typically has 5270 women

# Resource Connection Models

Lack of knowledge around resources available

Lack of interest from \$ and/or stakeholders

Program that typically has 52% women grads

exposure to startup ecosystem

entrepreneurial training

PEER Networks

Best practices org. dev.

Passion for progress

Executive Trainings

Education  
- workshops  
- short events  
- fun things

Small encounters  
BETTER

Barriers / chall  
- Mobility  
- Cha  
- Que  
- Poss

## 1. Why diversity?

Advocacy + policy dev.

National connections (gov + advocacy)

curricula

Experience, packaging, replicating proven models + tools

messaging

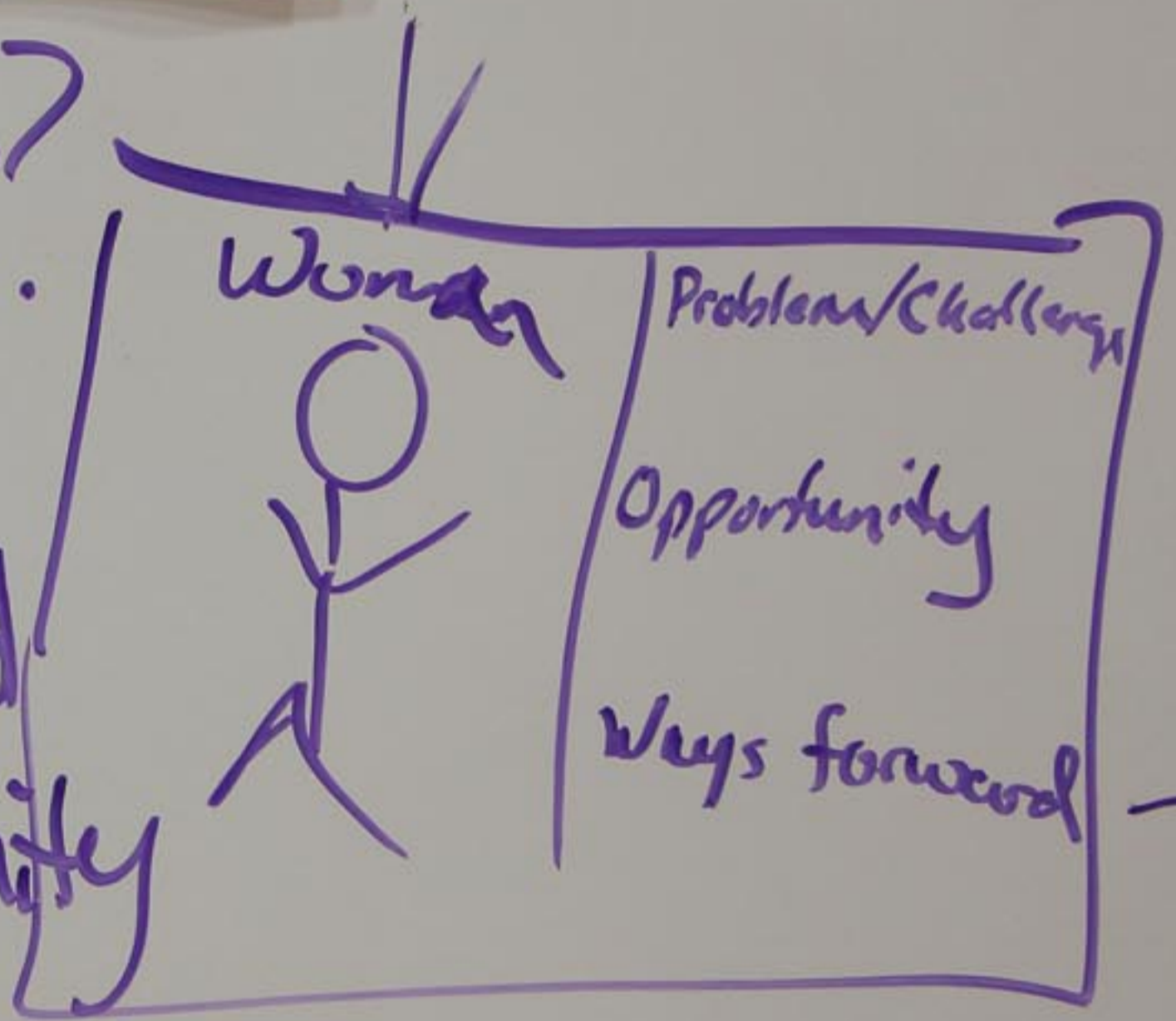
Telling + sharing stories

## 2. Understand your community

- internal + external

- who is your target?

- Talk to them to



→ Things to Consider

All-in



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Mobility  
—  
Transportation

lack of  
education  
re: biz  
ownership  
fundamentals

Finding  
the 'right'  
community  
connectors  
(trusted)

Segregating  
people out  
i ~~prevent~~ not  
'integrating  
support

Over committed  
people of color  
being asked  
to represent.  
<sup>Leaders</sup>  
Stretched too thin

Weak support  
network

Resource  
Entry  
Points

Clear  
Pathway  
That's  
Practical



Business  
Support  
Teams

LACK of  
mentors

Childcare

ACCESS

isolation  
recognition

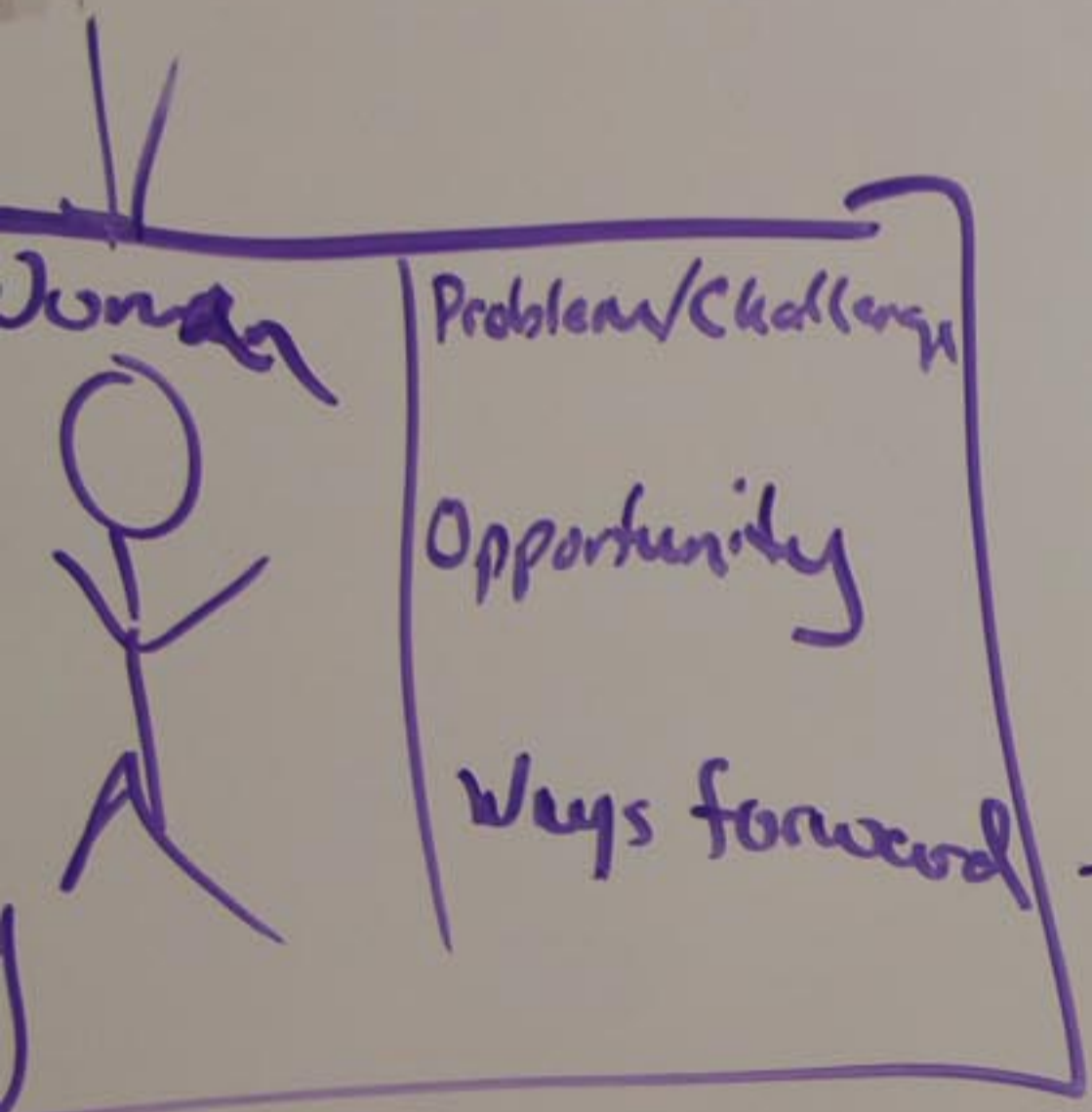
(Resistant)

# Resource Connections Models

# Accelerating Access

Barrier/Challenge

- Mobility
- Challenge
- Questions to consider
- Possible Solutions



→ Things to Consider

Education - Starting in High School

Working to get Entrepreneurship recognized as a type of skill development in schools

Other Entrepreneurs

inclusive, yet diverse environment

Cultural Understanding

Impartiality - confidential info

Respect - OK to disagree

Strength Finders Book

Access to parent decision-makers/oppty to join leadership circle

Safe harbor

State Funding

inclusive culture

physical, tangible biz resources

Mentors Like Me

Transformational Coaches

ORG. Fundraising: Grants individuals GOVT.

Movement of education from partners like Kauffman

Unprecedented mentorship

access to expert mentors

long-term commitment to sticking w/ community

Connections to mentors + knowledge

safe space to fail

Funding for small bus.

new  
talk to them to

2011-12

An Ecos Guide to Diversit