

# NAME

All roads lead to

GREG  
BARKER

Kathie  
Maynard

Entrepreneurial opportunities

Nick  
POELS

HENRY  
MILLER

JOHNATHAN  
HOUFIELD

Michael  
Iseman

GINNY  
STERPKA

Jessica  
Roberto

Rebecca  
Corbin

# DESCRIPTION

A roadmap of tools, stories, and projects for connecting the disconnected to entrepreneurial opportunities.

Deliverable Name: ROADMAP: DISCONNECTED TO CONNECTED

Mission Title:

Table:

### Description

what are you delivering today?

Outline of full roadmap contents (map + "travel guide" framework)

### Application

how does it work? how will it be used?

An ecosystem builder can use the roadmap + higher level framework to plan and guide their efforts to engage disconnected communities

### Impact

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

Gives them a place to start, a guide when entering uncharted waters to create a radically inclusive ecosystem

### Team Members

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

- Jessica Roberto [jessica@liksciencewa.org](mailto:jessica@liksciencewa.org)
- Rebecca Corbin [Corbin@nacce.com](mailto:Corbin@nacce.com)
- Henry Miller [HMiller@highimpactpartnership.com](mailto:HMiller@highimpactpartnership.com)
- Johnathan Hollifield
- Katie Maynard
- Nick Poels
- Granny Sterpka
- Michael Iseman [michael@crd.com](mailto:michael@crd.com)
- Greg Barker [GBARKER@JFAHERN.COM](mailto:GBARKER@JFAHERN.COM)

### Partners & Resources

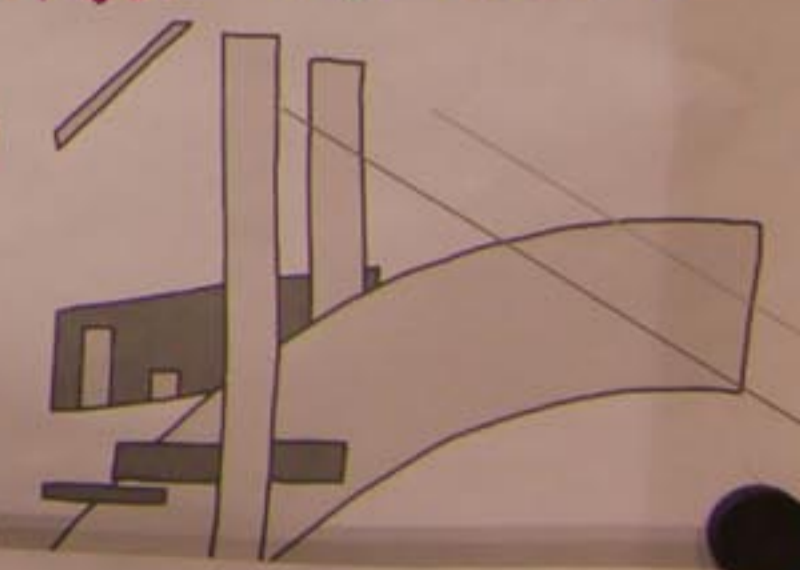
what partners and resources should be engaged going forward?

Representatives from disconnected groups and institutions (educational, industry, govt, social service orgs)

### Next Steps

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

- Write the framework with focus group input
- Develop "final" materials
- Pilot use + evaluate
- Scale!



ROADMAP: DISCONNECTED TO CONNECTED

36

IDENTIFY DISCONNECTED TO

It's not too late 50+ Single MOMS these who +13 degree

Lack of sense of belonging i growth mindset

ACCESS HOURS DON'T WORK

Failure is a badge of shame

The outside savior perception as a hurdle

36 Manage a statewide mentor

institutions (educational, industry, govt, social service orgs)

- Develop "fi
- Pilot use + evaluate
- Scale!

diel @ startup unibie consulting coo

G BARKER @ JFAHERN. Com

# ROADMAP: DISCONNECTED TO CONNECTED 36



Models i  
mentors  
who look  
like me

Culturally  
attuned  
Models i  
approaches

Using  
Stories to  
lead by  
example

It's not  
too late  
50+  
Single MOMS  
those who <sup>tho</sup> <sub>desire</sub>

Need to  
Move from  
a pipeline  
mentality to  
robust  
pathways

MORE RESILIENCE  
FOCUS on  
2<sup>nd</sup> STAGE  
BUSINESS  
DEVELOPMENT.

Lack of  
Persistence  
"giving up"  
not aware  
failure part of  
Process

Lack of  
Sense of  
belonging i  
growth  
Mindset

Don't start  
early enough  
to unlock  
talent

Fostering  
YOUTH  
POTENTIAL

Ability to  
speak the  
same language  
(literally or  
figuratively)

ACCESS  
HOURS  
DON'T  
WORK

Bridge  
divide b/n  
Business i  
education  
(Entrepreneurs??)  
by answer

↑  
Entrepreneurial  
education

Language  
Barriers  
- Rural Communities  
"Simplify" "Inclusion"

Failure  
is a  
Badge of  
Shame

FIRST WAVE...  
STILL AT PRODUCT/  
MARKET FIT IN  
STARTUP PROCESS  
OF ECOSYSTEM

The  
Outside  
Savior  
perception  
as a hurdle

DISCONNECTED.  
OUTREACH IS  
GREETED WITH  
SKEPTICISM. I NEED  
A BETTER APPROACH

NOT  
TRUSTING  
THE  
SYSTEM

Lack of  
Big Picture  
whole  
community/  
whole  
ecosystem

Lack of  
Mentors

Out  
Com  
guid

ho is w

Jess

Rebe

Henr

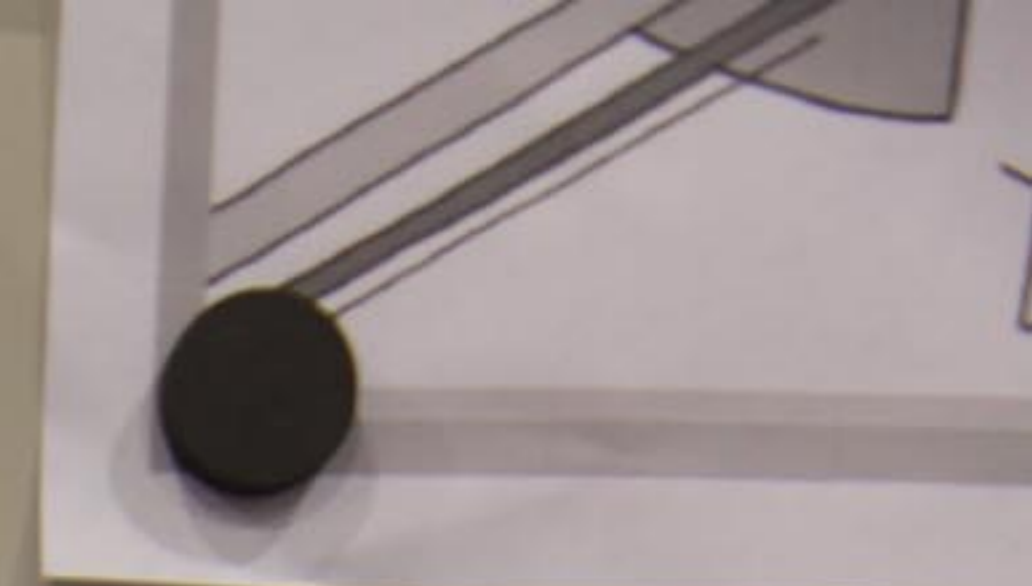
John

Kath

Nic

Whole Community  
Whole Ecosystem

Partners



36

Making  
everyone feel  
welcome

Pilot <sup>Network</sup>  
NEW Strategies  
+ resources  
+ curriculum  
+ Evaluate/Measure

IDENTIFY/  
Rebuild  
Cross-over  
(mentor)

Manage  
a <sup>statewide</sup> ~~local~~  
mentor  
network

Meeting  
people where  
they are...

CONTRIBUTI

Personal  
Story of  
career  
pivot

Don't ~~wait~~  
for them  
to find  
you.

Financial  
Literacy  
E-ships  
Gig economy

Can speak  
to both  
technical +  
business  
people

Virtual  
Mentors

EVERYONE  
CAN  
LEND/CREATE  
VALUE

"How to be  
a mentor"  
playbook

Cultivating  
local/existing  
talent/resources

NEW INVITING  
AND INCLUSIVE  
LANGUAGE

SEEK FIRST  
TO UNDERSTAND,  
THEN TO BE  
UNDERSTOOD

Introducing  
<sup>emerging</sup> ideas at  
younger ages.