

KONDA MASON

NAME

Machiavelli's Entrepreneurial

Equity Playsheet

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DESCRIPTION

UNLOCKING

→ SOCIAL CAPITAL

→ FINANCIAL CAPITAL

→ CULTURAL ~~EA~~

→ POLITICAL

TRANSFORMATION

Application:
 Used by individuals & groups to connect marginalized citizens to Entrepreneurship

Description
 A Playsheet
 (to unlock equity)

Deliverable Name: ^{MOVEMENT} AN INCLUSIVE ECOSYSTEM BUILDING FRAMEWORK

Mission Title: ^{connecting the disconnected} Engage The Whole

Table: 31

Description

what are you delivering today?

THE MOVEMENT TO BUILD AN EQUITABLE
ENTREPRENEURIAL ECOSYSTEM THAT CAN BE
RELIANT A FRAMEWORK

Application

how does it work? how will it be used?

A TOOL TO USE IN A DYNAMIC
ENVIRONMENT TO ASSESS WHERE YOU ARE
& WHERE YOU'RE GOING.
IT GIVES LANGUAGE & VOCABULARY.
_↑
COMMON

Impact

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

IT FOCUSES WHERE YOU ARE & HIGHLIGHTS
WHAT YOU ARE DOING & AREAS TO WORK ON.
FOR EVERY MEMBER OF THE ECOSYSTEM
TO DO THIS ASSESSMENT

Team Members

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

Penelope Douglas ~~██████████~~
Martha Bentley Keno Sadler
Christina Long
Jessica Johnston-Myers
Konda Mason
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Manan Melita
Lori Rowan
Leslie Hidema

Partners & Resources

what partners and resources should be
engaged going forward?

THIS IS A FRAMEWORK FOR
EVERYONE WHO IMPACTS
THE ECOSYSTEM DIRECTLY OR
INDIRECTLY.

Next Steps

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

- Continued expansion/revisions of definitions: examples
- Featured on an online space that is accessible & that allows future contributions
- Creation of a train-the-trainer or PD experience for users.
- Needs a marketing & distribution plan to ensure broader delivery to all

of LINKed LN

WE HONOR + EMBRACE + NEED all of us, in all different roles to create an equitable entrepreneurial ecosystem #37

- ACTIVELY Defying dominant systems that create an inequitable entrepreneurial ecosystem

Working w/in current system to change it

RESIST

REFORM

Collective actions

Boycott inequitable financial institutions

ex. Leslie does not invest in companies that don't have female leaders

deliberate purchasing

The Culture Shifting Organization

Community Members with financial assets

financial institutions w/ 0% interest for POC

Connector aka MAP a portal

CREATING + BUILDING NEW SYSTEMS

TACTICAL

VISIONARY

Challenging what we think is possible

REDESIGN

REIMAGINE

join ~~up~~ together unlikely networks

training guide for intentional job descriptions

UNDISCOVERED ASSETS

innovate events

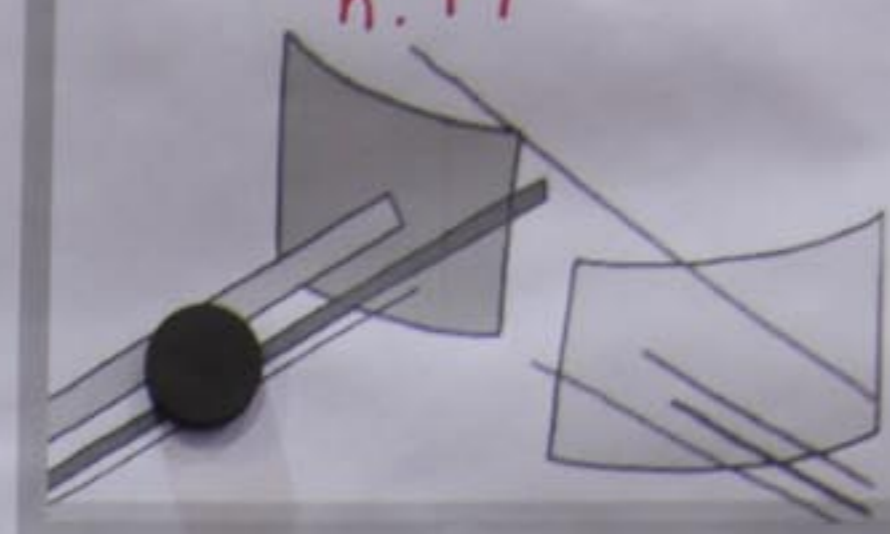
Long-generations long-ideas about a culture of equity

Critical Mass at the table + "owning" the table

Micro loans (eg. Kiva)

social influence, pass to community

Christina Long
 Jessica Johnston-Myers
 Konda Mason
 h. 17
 Manan Melita
 Lori Rowan
 Leslie Hiedema



use linked in to broaden networks, database

education on:
 • social capital
 • financial
 • policy/influence

Leverage the gate keepers

People who introduce (connectors)

CREATE "DOORS" INTO THE ECOSYSTEM

White America's Fear of what has been created & how to reverse marginalization

no knowledge of available resources

THINK THEY ARE DOING "DIVERSITY" BUT REALLY NOT

assumptions about understanding complexity of problem

• Lack of critical mass in scalable companies
 • Lack of population depending on the city

Historically Disadvantages Economically

STATUS QUA

leader desire not to cede control/ share resources

NO POLITICAL POWER

PAIN POINTS

unconscious bias

not seeing yourself as a part (an entrepreneur)

Lack of Education

Articulating the "why" beyond the moral good. Must also be an economic case

LACK OF EMPATHY

kept out of the "club." lack of social capital
 lack of awareness of entrepreneurship as an option

Lack of Confidence (to be entrepreneurial)

WEALTH GAP

Siloed Groups

(Negative) Biases

not knowing how to do it

LACK OF AWARENESS

assumption of one size fits all

SOCIOECONOMIC DISPARITY

not seeing "them" as a part

PATTERN RECOGNITION

assuming there isn't an issue

NO CAPITAL

RACISM + POWER + PRIVILEGE

INCLUSION

NOT UNDERSTANDING the difference between DIVERSITY & EQUITY

Shifting mindset of "gate keepers"

Recognizing + acknowledging:
 - Identity Contingency
 - Stereotype threat
 "Whistling Vivaldi"

LACK OF ACCESS TO VITAL STARTUP INFORMATION

lack of openness to others

feeling demoralized/hopeless

THIS WON'T BE IMPORTANT TO SOME KEY INFLUENCERS GIVE "LIP SERVICE"

MAXIMIZING "ME" + NOT "WE" (DON'T speak for ALL thinking)

VEILED AUTHENTICITY

Common sense = cultural sense / default culture

viewing entrepreneurs as an inaccessible club

Cultural

ENTP: ASSET DISCOVERY
Gatekeeper: MINDSHIFT
THRU RELATIONSHIP

discussion of equity = equity

MINDSHIFT of high net worth individuals

Role/privilege
STUDY + WORKSHOPS for those who are the gatekeepers

social

Financial

Bank loans (entrepreneur friendly)

use linked in to broaden networks, database

education on:
• social capital
• financial
• policy influence

Leverage the gatekeepers

People who introduce (connectors)

CREATE "DOORS" INTO THE ECOSYSTEM

White America's FEAR of what has been created + how to REVERSE marginalization

no knowledge of available resources

THINK THEY ARE DOING "DIVERSITY" BUT REALLY NOT

• lack of critical mass in scalable companies
• lack of population depending on the

Historically DISADVANTAGED economically

STATUS QUO

lead desire to control share resources

Deliverable Name:

Des

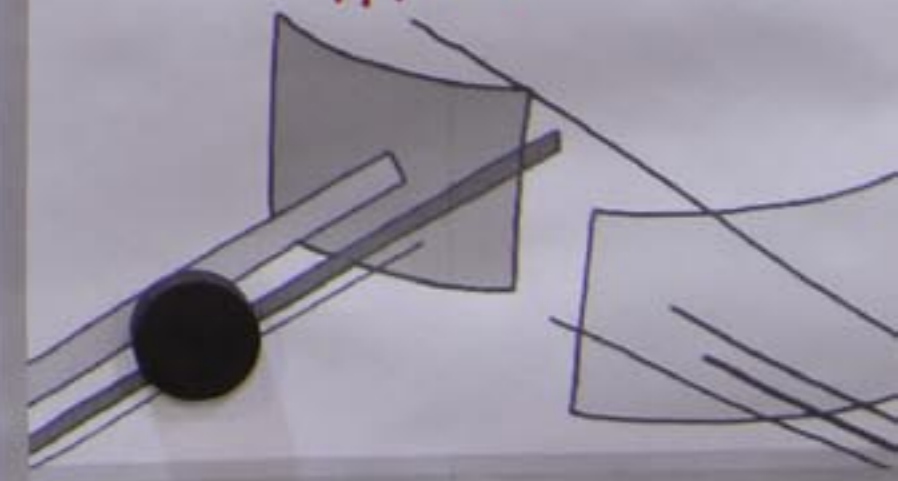
what are you

THE MOVEMENT ENTREPRENEURIAL ECOSYSTEM REQUIRES A FRAMEWORK

Team

who is working on this any future plans

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Martha Bentley
Christina L
Jessica Johnston
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Jessica Johnston-Myers

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social

Financial



KEYS: **H**

- wealth redistribution
- policy & political inclusion

ENTP: ASSET DISCOVERY
 Gatekeeper: MINDSHIFT thru RELATIONSHIP building

discussion of equity = equity

MINDSHIFT of high net worth individuals

Race/privilege
 Study + for workshops for those who are the gatekeepers

Bank loans (entrepreneur friendly)

use linked in to broaden networks, database

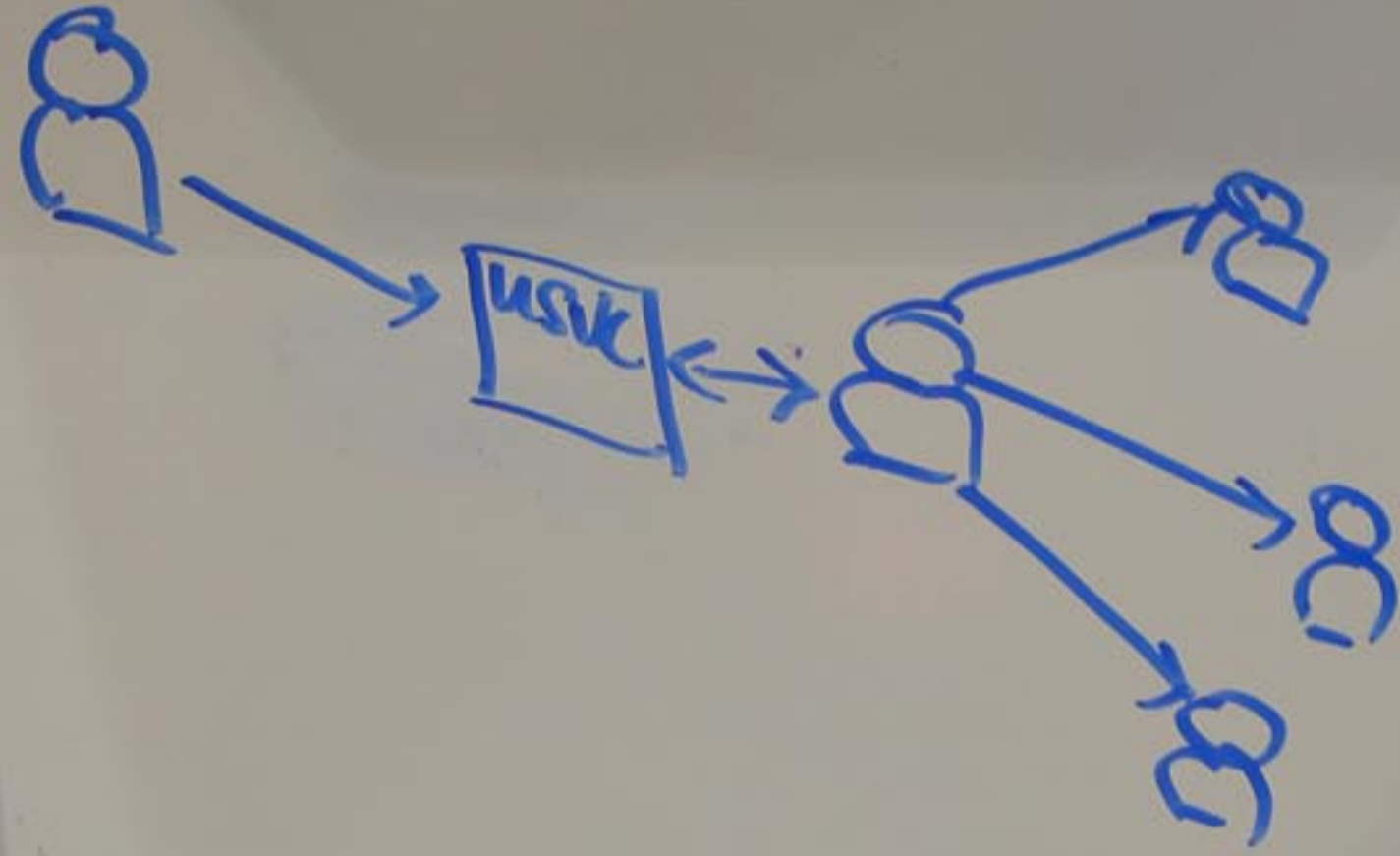
education on:
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Leverage the gatekeepers

People who introduce (connectors)

CREATE "DOORS" TO THE TOP

White America's FEAR of what has been created + how to REVERSE marginalization



Playlist

How to use 4 Q

The QUADRANT - description + example

- Decide which you are most gifted in
in, inclined to, access to

37

ers?

ess?

highlights
work on.

STEM

* distribution plan to ensure broader delivery to all

Technical

- Classes on Linked IN
- The use of Linked IN

WE HONOR & EMBRACE & NEED all of you, in all diversity
an equitable entrepreneurial ecosystem

- ACTIVELY Defying dominant systems that create inequality

Walking to