

NAME

PERSUASION FRAMEWORK

TEAM MEMBER NAMES

W. Fredo Fernandez Norri's Brittany Krueger Scott Henderson
Ruben Alfanzo Evan Absher Carol Motley
Ben Johnson JR

DESCRIPTION

DRAFT

Toolkit for Ecosystem

builders to enable

constructive dialogue w/
city policy makers to

maximize & leverage city
resources to increase

inclusive & equitable

entrepreneur driven economic growth

DRAFT

Deliverable Name:

Policy Persuasion Framework

Mission Title:

New Policy Paradigm
For Entrep.-driven Eco. Devo.

Table: 46

Description

what are you delivering today?

New metaphor for shifting eco. devo.
Policy framework from "smokestack chasing" or
"transplanting trees" to "growing trees"

Application

how does it work? how will it be used?

DATA DRIVEN
illustration

Why Status Quo
model is ~~not~~ sustainable!
= Video? Powerpoint?
- To Change Policy - how to use?
- tax incentives? regulatory reform?

Shows
Power of
biz

Impact

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

Policy makers are using
an old model - we seem
to be using diff. language
This tool - will help w/ better
translation of benefits of
Ecosystem model.
Redirecting Resources
to more productive economic
outcomes

Team Members

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

- Ecosystem Builders
- Entrepreneurs / Small biz owners
- Chamber, Mayor, Community
- Resource Providers
 - incubators
 - micro lenders/Ventures
 - startup help organizations

Partners & Resources

what partners and resources should be
engaged going forward?

DATA PEOPLE & #'S
- message dev. of Policy works
be prepped w/ a much better
translation & effectively
take that to actions.
Who is this? Chamber, Mayor, Community,
Graphic Designers to make eye
Candy Graphs etc - to translate to
real changes a new way.

Next Steps

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



CONTRIBUTIONS

EXPERIENCE
IN WORKING
INSIDE PUBLIC
Higher ed

Innovation Advocacy
Council

- Kraftman/H4c/SSTZ
education awards

- New model
+ tools for
eco devo to
support entrepreneurs

CONTRIB

- Know Chain, CoFS
of Senate SBE Cmte
- Expos w/ Gov
- Expos at White Paper,
- Deep in res cmte

Worked w/ other
cities + states to
help advent
our local
ecosystem.

Creating
measurement
tools + metrics
that are timely
+ responsive

15-city
emerge study
8-city
fieldwork

PAIN POINTS

Urban/Rural
Income
Divide

- too much
eco devo
resources go to
corp. → need to
focus on small biz

Lack of
Awareness &
Expertise to
Engage Policy
to drive or
Startup community

Old ideas
Clashing w/
Fast paced
society

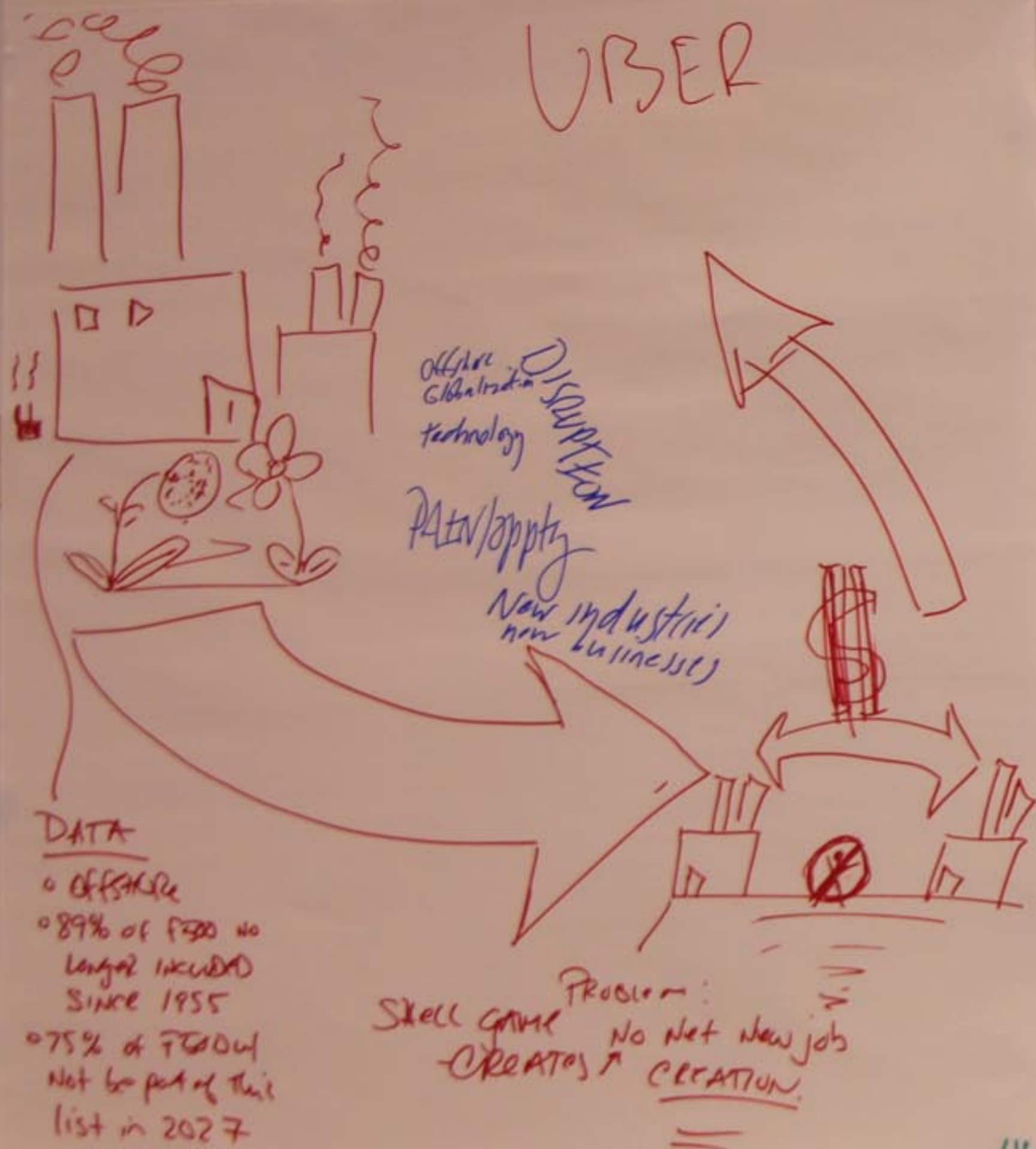
Ecosystem
Success metrics
Take longer
than terms.

Lack of clarity of
entrep. journey and
terms, e.g. "cluster,"
"Seed funding" etc.
→ leads to perception
of duplication: overlap

PAIN:
LOCAL
LEADERS
DON'T KNOW
HOW TO
SUPPORT

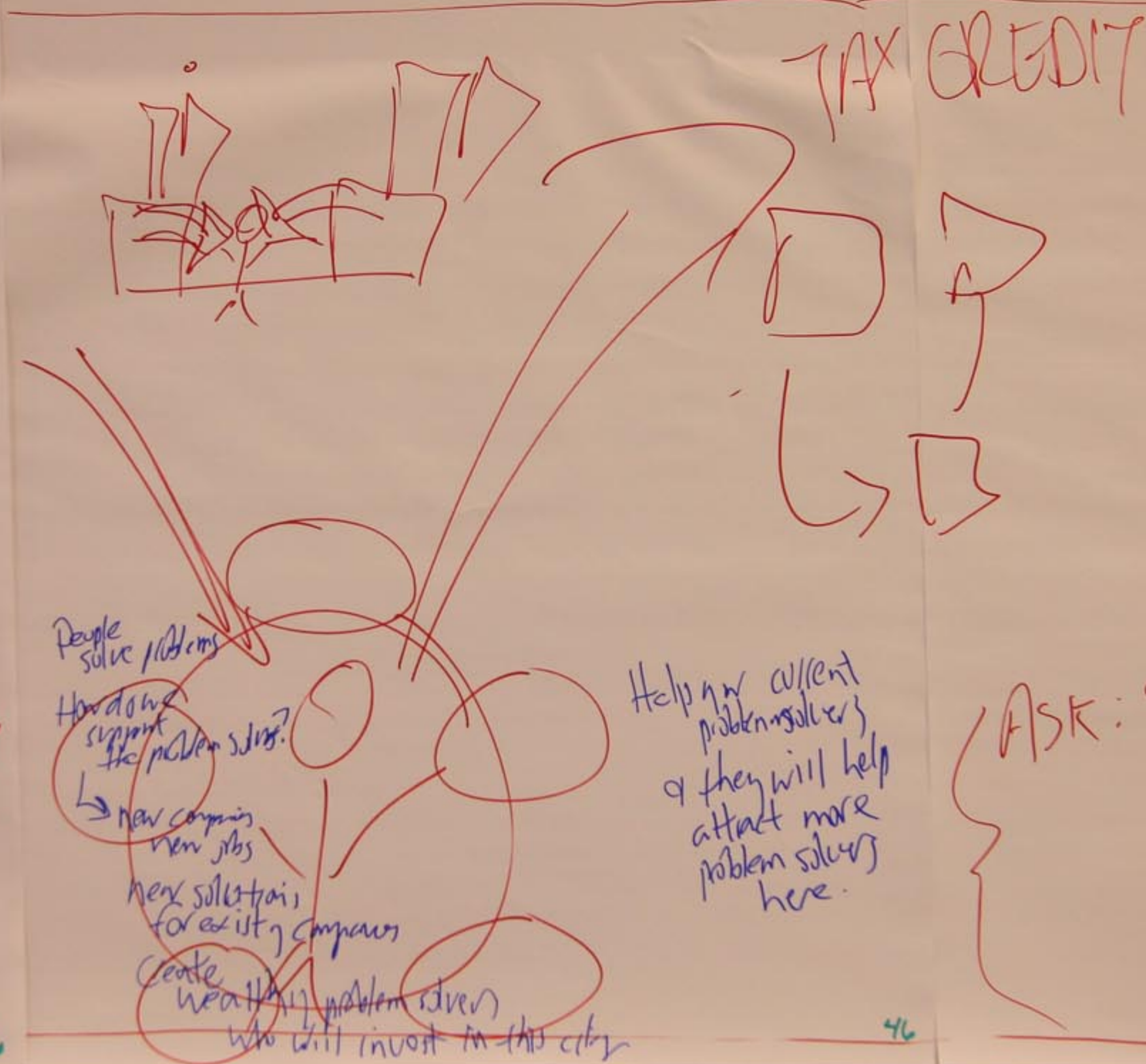
PAIN
↳ ~~drisk~~ talk bottom-up,
act top-down
Won't address bad
actors
Innov but not
disruptive

- double
bladed sword
w/ engaging
politicians



DATA

- o Offshoring
- o 89% of F500 no longer included since 1955
- o 75% of F500 not to be part of this list in 2027



ASK: STOP DOING STATUS QUO

- ▷ \$ to Suckstack
- ▷ Shift some \$ to Eship Support
- ▷ Find Eship Support through Human-Centric Design & Empathy

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Toolkit for Ecosystem builders to enable constructive dialogue w/ city policy makers to

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 Ben Johnson JR

CONTRIBUTIONS

EXPERIENCE IN WORKING INSIDE PUBLIC HIGHWAY

NEW MODEL + TOOLS FOR ESHIP TO SUPPORT ANTI-CORRUPTION

CREATING AWARENESS THROUGH SOCIAL MEDIA

WARRIORS OF THE OPEN + SEAS TO HELP AHEAD AND LOCAL

46

UBER



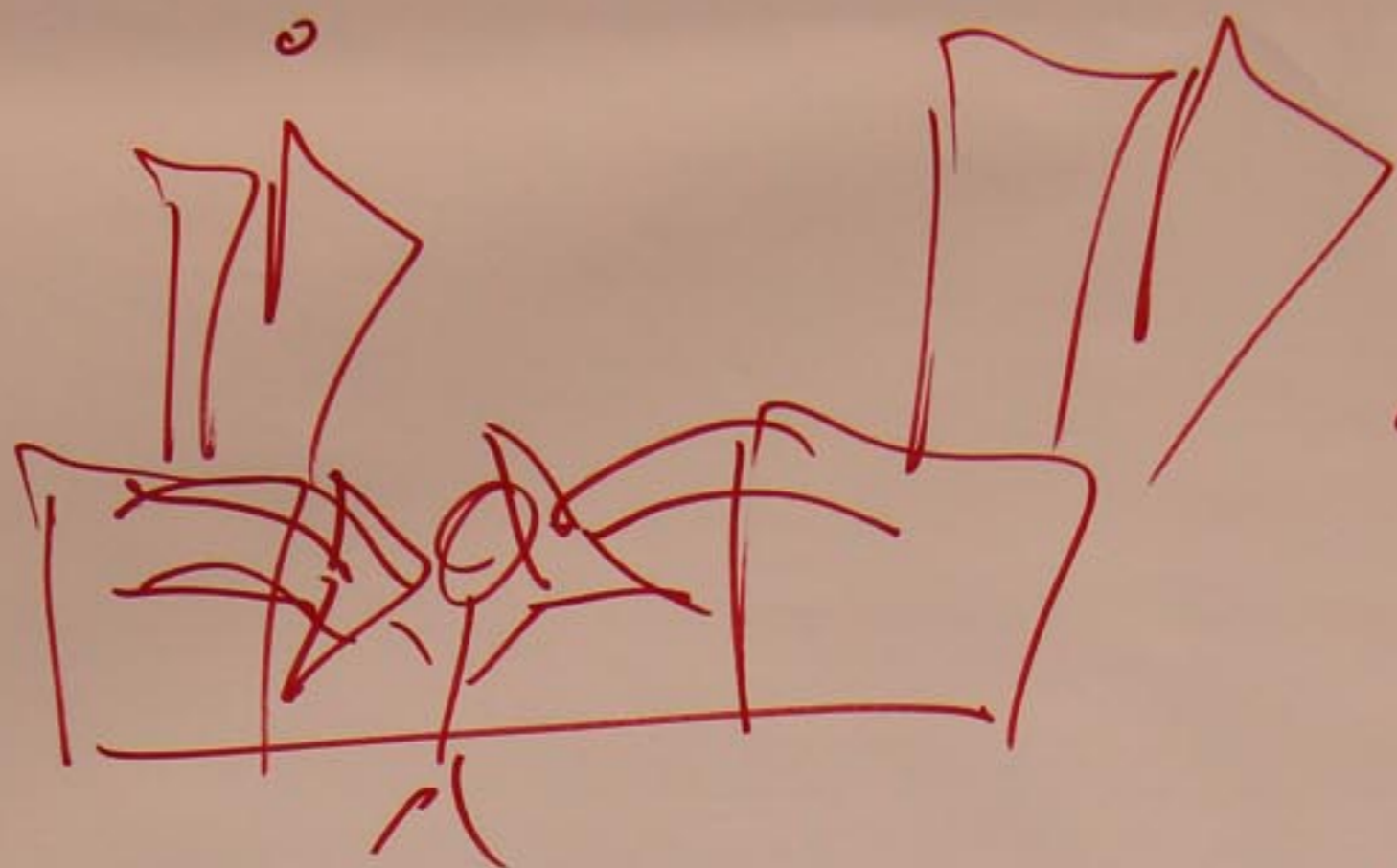
- DATA
- o Offshore
 - o 89% of F500 no longer included since 1955
 - o 75% of F500 will not be part of this list in 2027

Problem: No net new job creation

Still game CREATES CREATION

DESCRIPTION

DESCRIPTION
Toolkit for Ecosystem



TAX EX

People solve problems

How do we support the problem solvers?

↳ new companies
new jobs

new solutions for existing companies

create wealthy problem solvers

who will invest in this city

Help new current problem solvers, & they will help attract more problem solvers here.

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ON

DESCRIPTION DRAFT
system

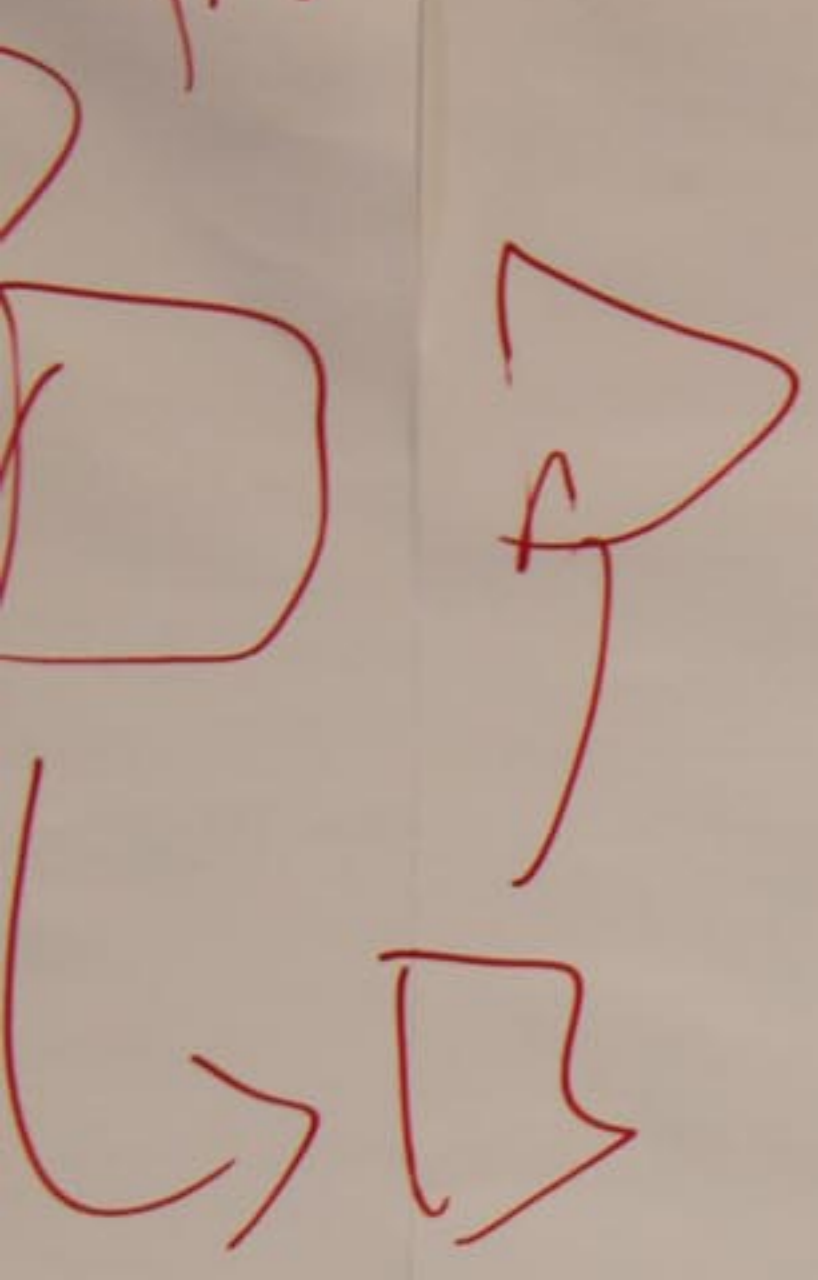
able
ogue w/

NAME

PERSUASION

TEAM MEMBER NAMES	
W. Fredo Fernandez	Norri's Krueger
Rubay AlSanse	Alison C

TAX CREDIT



Current
solutions
will help
more
solutions
emerge.

ASK: STOP DOING STATUS QUO

- ▷ Shift to Swales-style
- ▷ Shift from Φ to Eship Support
- ▷ Find Eship Support through Human-Centric Design & Empathy

46

46

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MISSION FRAMEWORK

ES
Korri's Krueger
Evan Absher
Brittany
Scott Henderson
Carol Motley
JR

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9/46

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Innovation Advisory
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- Kauffman Foundation
education awards

- New model
+ tools for
eco devo to
support entrepreneurs

CARRIE
- Known Chair, CoS
of Senate SBE Ctr
- Exper w/ Gov
- Exports at White House

Worked w/ other
cities + states to
help advent
in local

Creating
measurement
tools + metrics
that are timely

Toolbox

Created the cocktail napkin
to help ecosystem builders.
Meet city officials + policy
makers where they are.

to MAXIMIZE + leverage
their resources + efforts

to maximize inclusive
+ equitable entrepreneurship

drive growth. + community

Policy Makers
Are using
outdated +
ineffective
policy
tools for
econ
dev.

Education AND An Ask

- Call to Action -

For Policy to the Policy Makers

Local level

Policy + Data - what does it mean?
CONTEXT
- not merely a #

Macro - Data Prerequisite

Micro - what moves the investment / decision

- narratives -

- jobs, biz - something that brings to the heart

- Contextualizes the DATA

* How to get message out *

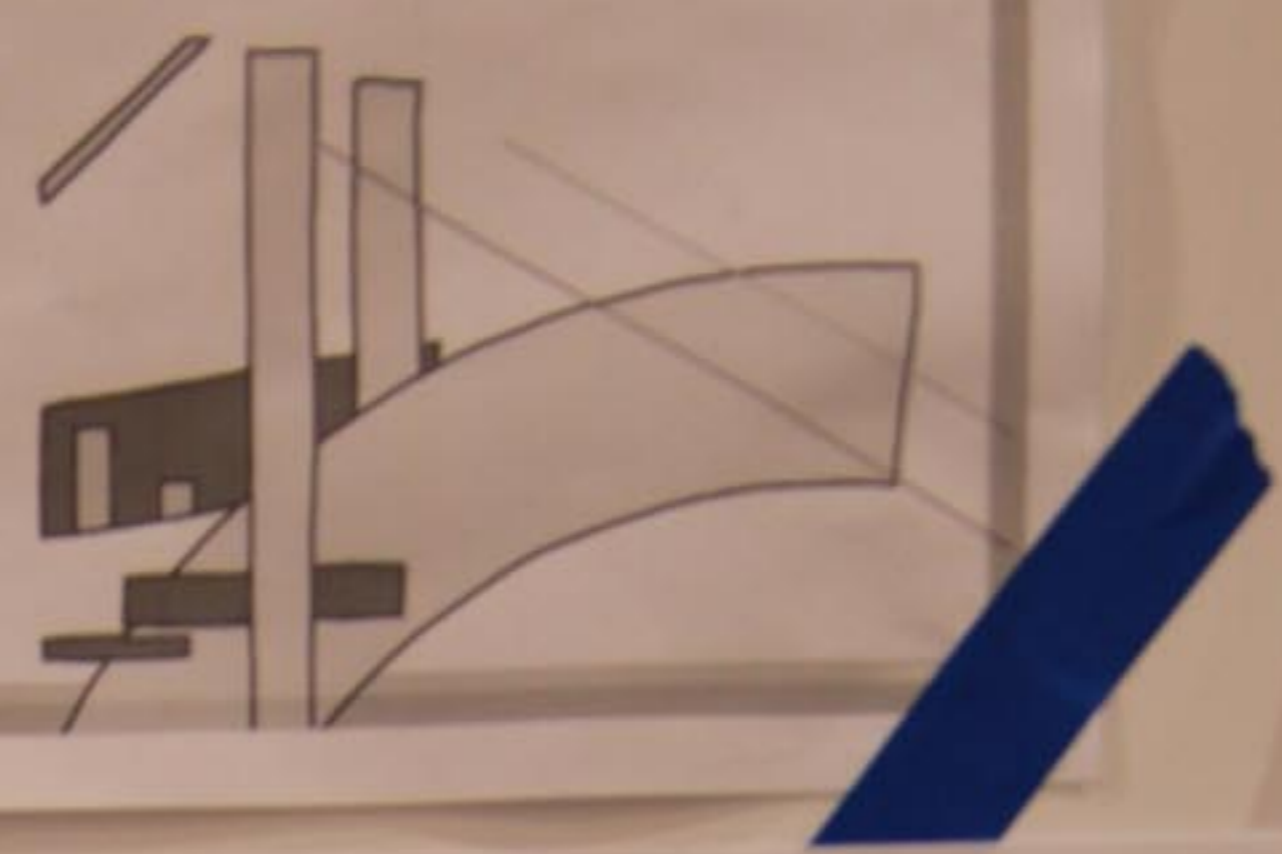
- Metaphors to make a point

- What kind of metaphor can we make to

* Name the point -

- Is this city / state?

much better
effectively
actions.
er, Mayor, community,
to make eye
to translate to
as a new way.



- How to move Policy to Action
- underlying Data - exists
 - How is it translated but also to G'vt level
 - How to align w/ Policy Maker to make decisions?
 - How does that become a TOOLKIT?
- Metaphor
- Frame
- Data
- ASK
- metaphors - stories
- messages

City Policy Making

What to ask: Divert more economic funds to smaller/mainstreet biz

Shift Conversation

Make friends +
influence policy

Disrupt econ dev
model

For: Ecosystem Builders

What it will do: ENABLE the dialogue
w/ city policy makers

to **MAXIMIZE** ^{city} resources to increase
inclusive/equitable entrepreneurship-
economic growth ^{driver}