

NAME

E entrepreneurial

A advocacy

T toolkit

TEAM MEMBER NAMES

AUGUSTO

Ramiro Gonzalez

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DESCRIPTION

#EAT - Empowering your
entrepreneurial ecosystem to educate,
activate, & transform your community
w/ your local policymakers!

Deliverable Name:

Mission Title:

9

M9 T4;
Table:

Description

what are you delivering today?

Application

how does it work? how will it be used?

Impact

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

Team Members

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

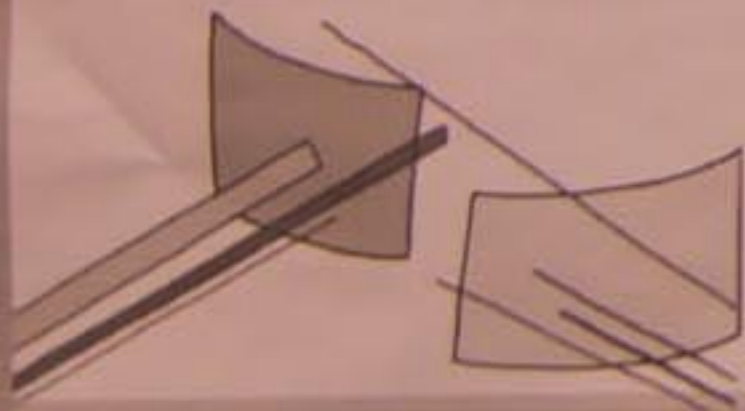
Partners & Resources

what partners and resources should be
engaged going forward?

Inclusive of all in
ecosystem, available to
a diverse range of stakeholders

Next Steps

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



Outline for TPs

Tell the story

- Universal stats entrepreneurship
 - nearly all new jobs are created by businesses less than 5 years old
 - % of businesses have ^{less} fewer than _____ employees

Custom stats local area

- How many local entrepreneurs
- Sectors
- ROI specific programs
- Local success stories - examples entrepreneurs

x 5 sources

Determine Ask

- Entrepreneurial market requires right mix policies
- For example:
 - Start-up policies
 - Tax incentives
 - Procurement
 - Regulatory approaches
- (Customize and choose 3 top policies)

Message / Impact

Build local
Success Stories - Impact points

How follow up

the story, have on ask, stay in touch

Prep

Policies & Programs to support

- examples by area (reg./tax/—)

Stats - universal

- custom (look here—)

Media

TPs/
B) Messaging → "build local"

Follow-up / stay in touch

Address one of many things to address

Other govt. Strategies take precedent

Knowledge varies

No/few ent. are slow in office/govt.

OLD IDEAS

learning curve

Moving past Sound bites

PAIN POINTS

"NOISE"
Multiple inputs

Path dependency

Political time line (short)

lack of PAC

lack of Gov. resources

Policymakers change

Competing Priorities

Social v. economic benefits

Policymakers pressed for time

Bureaucratic buy-in; funding (long-term)

Fragmentation of Gov - where to pursue policy change?

ASK?

Small bus. vs Startup mindset / Silos

Entrep. don't know where to engage - little visibility into Gov.

↓ Tax incentives
Zoning
Procurement
Regulation

→ Zoning
Procurement
Regulation

PAC / Fundraise

Voter education
- candidate A is better on eshp than B

Talking Points

Database of policies

Best practices list

FAQs

CONTRIBUTIONS

Community education
(Grassroots)

↓
Who?
What?
Why?

Data "Appendix on impact"

List of champions
(Awards)
for policies
or grade

Look at other successful
advocacy campaigns

Message of industry
? community impact

Candidate
education

"Appointments Project"

Components
→ Education

Policies

where to find?

SNAP
Kauffman Policy Digest

What Stats
Messaging
ex. of policies

Tools -- How
to execute

use case

① Tell the story, have an ask, stay in touch... share w/ community
OR
prepare to do it again

0. Prep

②

①A

1.B

③

Policies: Programs to support
- examples by area (reg./tax/—)

Stats - universal
- custom (look here —)

Media

TPs/
Messaging → "build local"

Follow-up/stay in touch

47

Stats: universal

- nearly all net new jobs are created by businesses less than 5 yrs old

- % of all businesses have less than — employees

Custom

- Census
- Kauffman Index

} sources

- ROI on specific program

- highlight local success story

- trends in new bus. creation

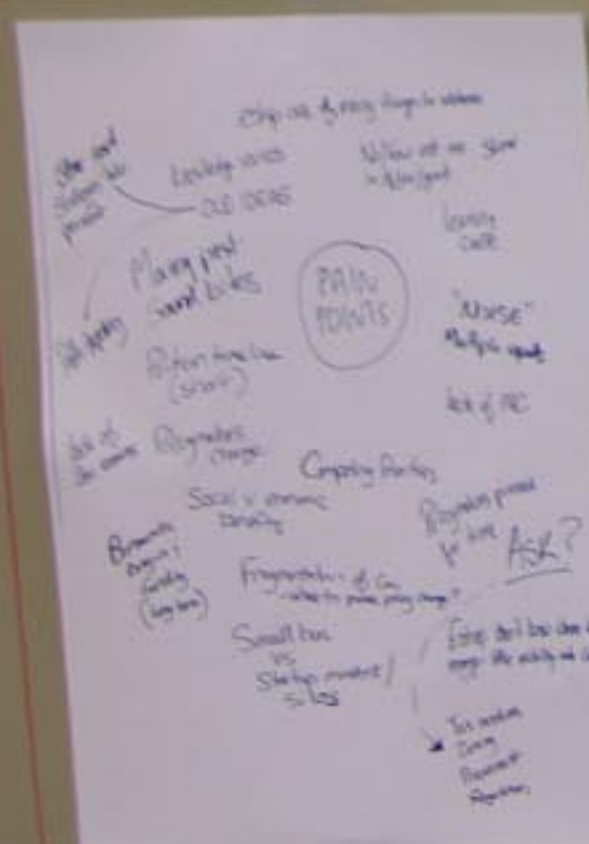
Appetizer
Entree
Etc.

Tell Story
Universal
Local

Determine Ask → 3 Policies greatest impact

Build Local -
Highlight where worked

WALL SHOTS
(INCLUDE)



Content

- intro (what are ecosystems?)
- how to use
- Tell story (universal + custom templates)
- Have Ask (general - choose 1 of options)
- Stay in touch

Relationship
How can we help you?

Outline for TPs

Tell the story
• Universal stats entrepreneurship
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Custom stats local area
How many local entrepreneurs —

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MISSION
RECRUIT
POLICYMAKERS
Enlisting Government Leaders to Champion Entrepreneurial Ecosystems

Components

→ Education

Policies
where to find?
SNAP
Kauffman Policy Digest

Tools → How to execute

use case

Most Stats Messaging ex. of Policies

1 Tell the story, have an ask, stay in touch... share w/ community OR prepare to do it again

0. Prep

2

1A

1B

3

Policies: Programs to support
- examples by area (reg./tax/—)

Stats - universal
- custom (look here—)

Media

TPs/ Messaging → "build local"

Follow-up/stay in touch

97

Stats: universal

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Entree
Etc.

Custom

• Census } sources
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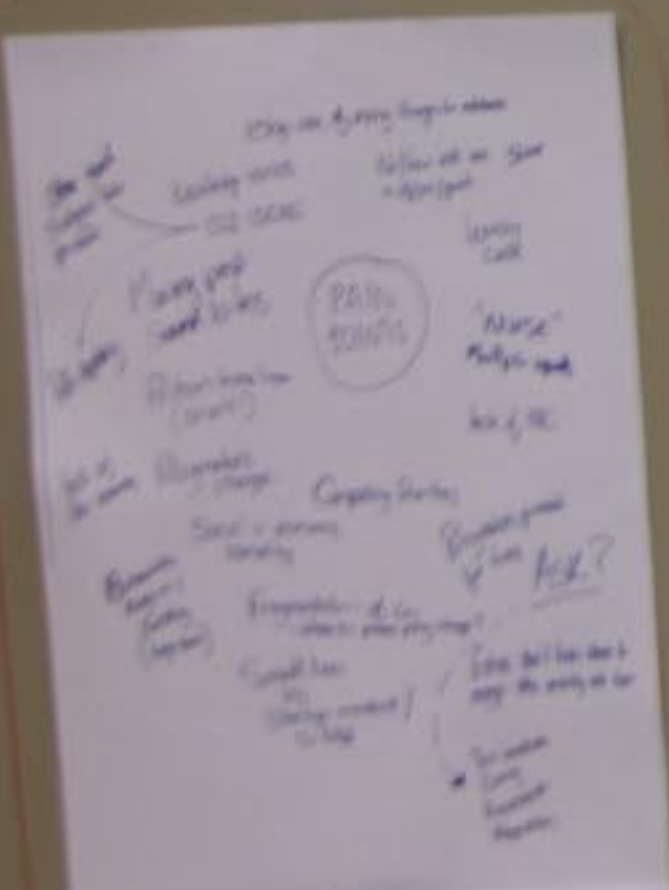
• highlight local success story

Tell Story
Universal
Local
Ask → 3 Policies greatest impact

Build Local - Highlight where worked



WALL SHOTS (INCLUDE)



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 - how many local entrepreneurs
 - sectors
- +Sources

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