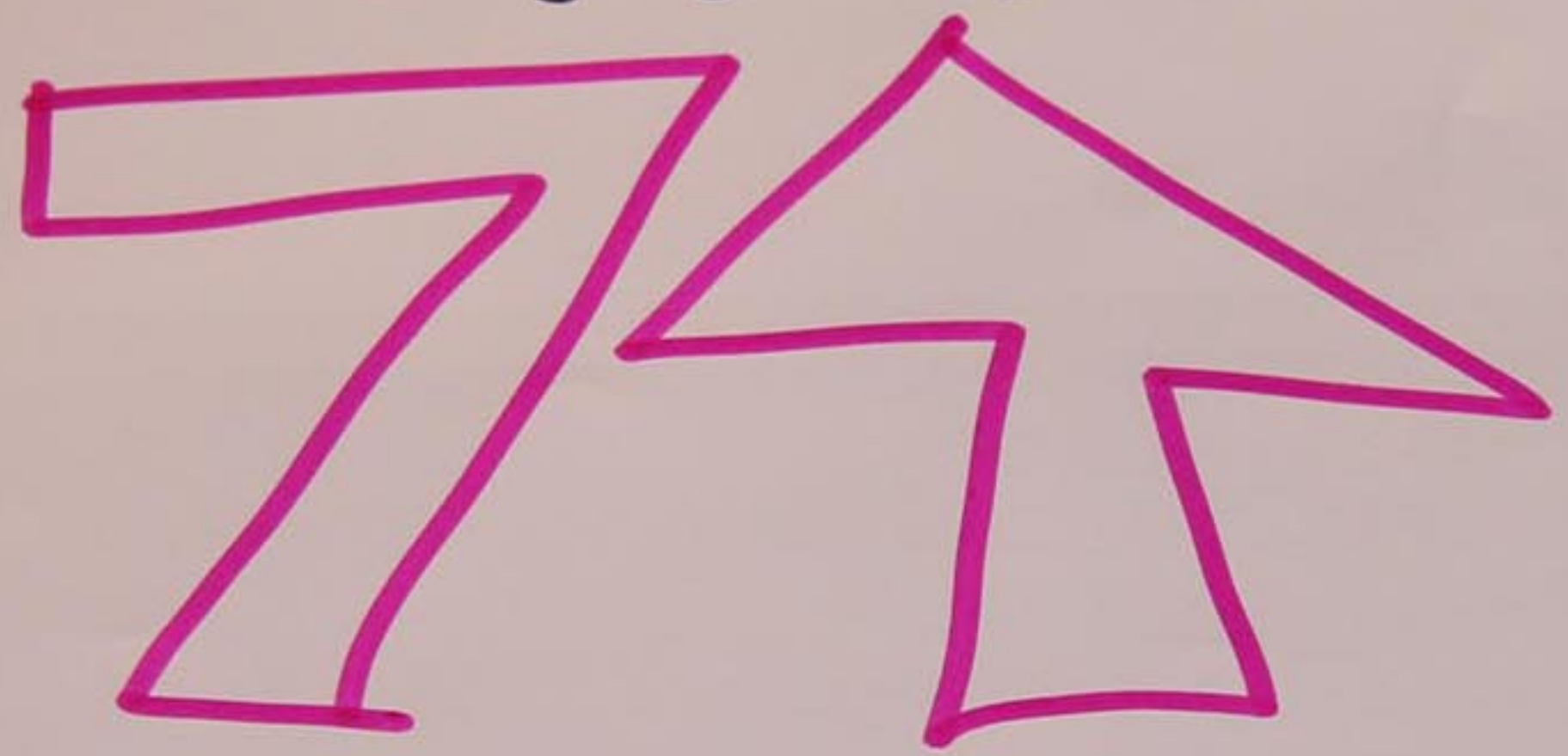


NAME



TEAM MEMBER NAMES

Sam Roach-Gerber
 Jennifer Skjellum
 Joann Knight
 Julia Younhs

Laura Good
 Caron Washington

Finca Harman

Glenda Washington
 Lindsay Simone

DESCRIPTION

7 guiding principles for
~~collaborating~~, building and
~~strengthening~~ healthy ESO
relationships.

Deliverable Name:



Mission Title:

#11 Build your coalition

Table: 55

Description

what are you delivering today?

7 guiding principles for building healthy ESO relationships.

Application

how does it work? how will it be used?

1. Entrepreneurs first
2. Open communication through accessible channels
3. Inclusivity - All voices heard
4. Be an advocate
5. Celebrate wins
6. Build relationships/trust
7. Collaboration instead of duplication

Insight: Finding solutions to the pain points and barriers of organizing multiple ESOs in a community presents a blueprint for best practices

Impact

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

- ROADMAP & DECISION MAKING TOOL
- Directing/guiding entrepreneurs
- Eliminating duplication of efforts

Team Members

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

- | | |
|-------------------|-------------------|
| Sam Roach-Gerber | Caron Washington |
| Jennifer Skjellum | Glinda Washington |
| Joann Knight | Indray Simone |
| Julia Young | Gina Harman |
| Laura Good | |

Partners & Resources

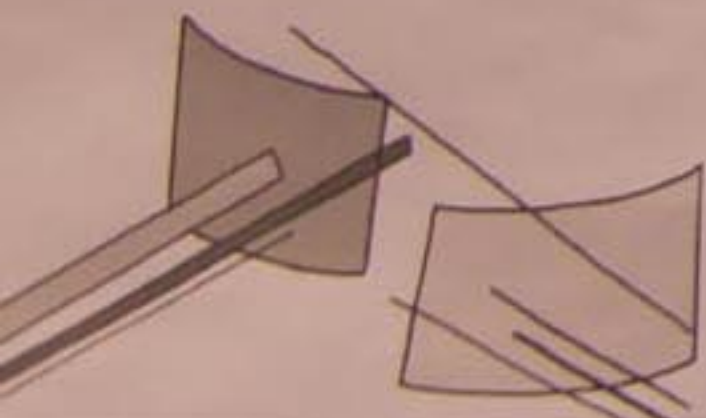
what partners and resources should be engaged going forward?

- | | |
|-------------------------|---------------------------------|
| Universities | accelerators |
| Investors | online resources |
| Meatrs | EVENTS |
| government | CO-PROGRAMMING |
| Entrepreneurs!! | Agencies/Local, Reg. / National |
| Incubators | Think Tanks |
| Accelerators | Econ. Dev. Agencies |
| Corporations | |
| Community organizations | |
| Non profits | |

Next Steps

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

- Blog/database to continue conversation; collect inputs/data



SS

CONTRIBUTIONS

CONNECTIONS
W/ RURAL / TRIBAL
U.S. COMMUNITIES

connected
w/ many
grass roots
programs
IMC, SW, SG
SEW

Advocacy
Arm

Our
Members
include
Universities,
other non-
profits, city,
and ecosystem
partners

CONNECTED w/
MENA / SE. ASIA
ENTREPRENEURIAL
ECOSYSTEM

DATA

S

Have SKIN
in the
game

National
footprint

Sac^{CA} hub
is a
coalition
of support
orgs.

Have helped
create
groundswell

With the scope of the
National Urban League
being national, the
opportunity to partner
with ~~the~~ 88 affiliates
in 36 states + DC

Fundraising
✓

Building
Collaboration

online
resources

online
resource
hub.
Startup Sac

Referrals
of talent
3 startups

Startup
digest
curator

FIND DIRECT
CONNECTOR WITH
UNDERSERVED POPULATIONS

SOMEONE WHO HAS BUILT
TRUST W/THE COMMUNITY
TO MAKE SURE ALL ARE
INCLUDED

Government
advocacy
ex. ESO web

Collaborating
with multiple
universities

Resource
hub.
Startup Sac

Referrals
of talent
3 startups

Startup
digest
curator

FIND DIRECT
CONNECTOR WITH
UNDERSERVED POPULATIONS
(SOMEONE WHO HAS BUILT
TRUST W/THE COMMUNITY
TO MAKE SURE ALL ARE
INCLUDED).

Government
advocacy
ex. ESO vocab

Collaborating
with multiple
universities

ONLINE/
DISTANCE
LEARNING

Public
EVENTS
ex. Entrepalooza

CROSS-MARKETING
on social
media
i.e. sharing
content +
celebrating wins

55 CONTRIBUTIONS

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55 PAIN POINTS

Some groups want to "own" the ecosystem	Keeping them engaged	How to - Introduce the concept
Who leads the effort?	Funding	Limited Funding
Lack of density in rural areas	NOT HELPING ENTREPRENEURS TO FIND THE RIGHT ORG. FOR THEM	NOT SHARING INFORMATION
Identifying Entrepreneurs	governance	Meetings to discuss collaboration but no outcomes other than more meetings
Asked for help - provide help - then other org still does the same thing - what they want	duplicated efforts in the community	Crediting an entrepreneur's success to a specific support org.

55 PAIN POINTS

55 PAIN POINTS

Lack of info about what other groups are doing

Policy / regulations

Policies

Disagreements in advice for entrepreneurs.
i.e. "They told you to do what?!"

ENGAGING ENTREPRENEURS TO GIVE BACK TO Support orgs.

Scarcity

Staffing

Lack of recognition from bigger orgs in town

Playing field not level

Lots of new events / programs / groups popping up who have no support and don't reach out to collaborate

Groups who don't attend other events

-> LACK OF RESOURCES
-> NO FORMAL SYSTEM TO KNOW WHO IS DOING WHAT IN THE COMMUNITY

competition between groups for funding/resources

↳

Value principle



~~impact~~
tactics

1. Open communication through accessible channels → sharing info.

2. Entrepreneurs first!

3. Inclusivity - All voices heard

4. Be an advocate

Deliverables / Insight
↓
participate.

5. Celebrate wins!

6. Build relationships / trust

7. Collaboration instead of duplication

55


TACTICS of our PRINCIPLES



- 1) •
•
•
- 2) • Newsletters
• Slack channels
• Community calendar
- 3) • Create proactive introductions (emails, calls, at events)
• Strategic Planning
•
- 4) • Share information about other ESOS
• BRING IN OTHER ESOS WHEN THEY'RE ABSENT / LEFT OUT @ THE TABLE
• Develop core messaging for the community
- 5) • Social media engagement - Post/retweet others
•
•

55 Rough Draft: Guiding Principles

- 1) Don't be an asshole / golden rule / ^{expectations} respect time
- 2) Share your strengths
- 3) Communicate using multiple channels // ✓
- 4) BUILD/MAINTAIN Community calendar
- 5) ~~★~~ Entrepreneurs 1st ✓ ✓ ✓
- 6) ~~★~~ Inclusivity / open door / equity (all voices equal) ✓ ✓ ✓
- 7) Trust ✓
- 8) Contribute before you collect
- 9) LISTEN
- 10) Engage young people
- 11) Participate
- 12) Measure twice, cut once - don't duplicate (minimize)
- 13) Assessment ✓
- 14) Be results-driven

55 ~~★~~ Be an advocate // ✓ ✓ ✓

- 12) Measure twice, cut once - don't duplicate (minimize)
- 13) Assessment  ✓
- 14) Be results-driven

- ⁵⁵ ~~15~~ Be an advocate 
- 16) Yes, and ...
- 17) Build PROACTIVE relationships (monthly calls or check-ins) ✓
- 18) Seat at the table
- 19) Anyone can lead
- ~~20~~ Celebrate wins (marketing - cross promotion) RAISE AWARENESS 
- 21) Pooled resources
- 22) Make introductions (unsolicited) ✓
- 23) Empower community / mentors / potential mentors ||
- 24) Consistent messaging
- 25) Engage ^{w/} government resources + influence policy