

Building Entrepreneurial Networks and Mapping Community Assets

 **creative startups**

2020 NJLibsGrowBiz Summit
Ginny Sterpka | 04.30.2020



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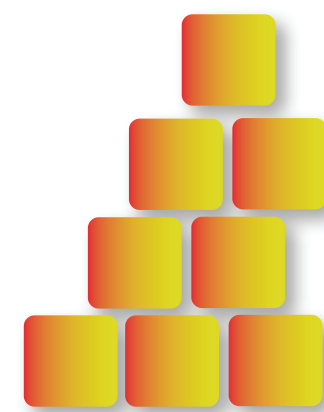
Accelerating the startups creating the future.



STRENGTHENING
Entrepreneurs



GROWING
Creative Business



BUILDING the
Creative Economy



INCREASING
Creative Jobs



ON A MISSION

YOU'RE A PIONEER, ACCELERATING
THE CREATIVE ECONOMY.

*We're the team that
supports your success.*

**Ecosystem and venture leaders around the world utilize
Creative Startups' proven programs to develop regional
excellence in the creative tech and innovation economy.**

Creative Startups is the only global accelerator for creative entrepreneurs. We provide guidance and opportunity for founders revolutionizing the creative tech and storytelling, entertainment and design, food and food tech sectors. Our accelerators operate on four continents.



OUR TRACK RECORD

The creative economy is a global economic wave. We help you catch it.

In partnership with your innovation organization, we apply our singular ability to identify creative founders driven to build a profitable company while retaining uncompromising

219 CREATIVE COMPANIES SERVED

560 NEW JOBS CREATED BY ALUMNI

72% FOUNDED BY WOMEN AND/OR PEOPLE OF COLOR

215 \$ MILLION USD RAISED BY STARTUPS

45 \$ MILLION USD IN NEW REVENUES

PROVEN PROGRAMS

ACCELERATOR

Identifying and scaling the next creative unicorns.

Rigorous 10-week intensive providing startups knowledge, networks & confidence to scale their companies.

LABS: PRE-ACCELERATOR

Increasing business startups in creative sectors.

Four-week "startup bootcamp" for idea-stage & pre-revenue startups. Delivered in- person and online.

LIBRARIES AS LAUNCHPADS

Expanding access to startup resources.

We work to develop a network of rural and urban libraries becoming economic resources for creative entrepreneurs.



Libraries as **LAUNCHPADS**



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THE LIBRARIES AS LAUNCHPADS INITIATIVE:



BUILDS COMMUNITY CAPACITY

to serve creative
entrepreneurs



HOSTS LIBRARY PROGRAMING

to grow creative
businesses



CONNECTS & POSITIONS LIBRARIES

within the local
business ecosystem



DEVELOPS LIBRARY RESOURCES

to support creative
entrepreneurship

**WE WANT TO SAY, 'WE'RE NOT THAT
QUIET ANYMORE' AND CHANGE THE
PERCEPTION OF WHAT A LIBRARY
SPACE IS AND HOW IT CAN BE USED.**

-Participating Librarian



PEDAGOGY

Decades of experience shape our educational approach.

Working with faculty from Stanford University, we built rigorous, comprehensive curricula designed for creatives. Our faculty have taught at Stanford, Babson, and Stockholm School of Economics.

PROGRAM COMPONENTS

- Access to online learning portal
- In-person meetings in library
- Weekly feedback from faculty
- Peer-to-peer engagement
- Workbook field guide
- Leave the Building activities
- Video case studies & readings
- Reflect activities

66
STARTUPS
SERVED

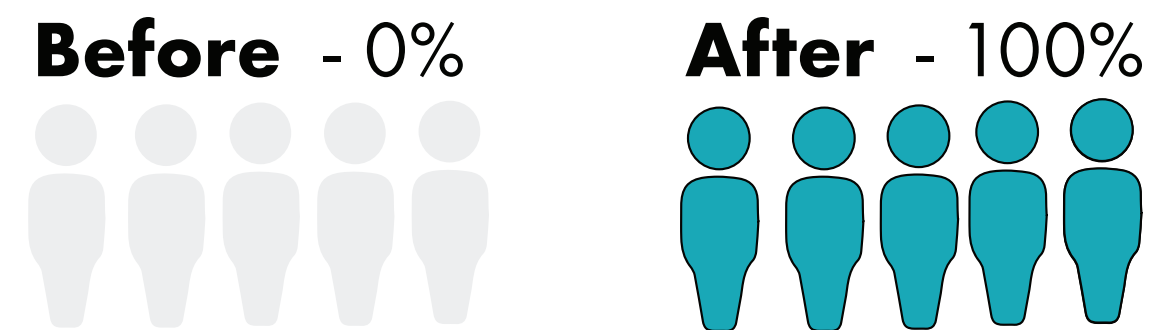
70
INDIVIDUALS
SERVED

“THIS IS AN INCREDIBLE PROGRAM. THE CONCEPTS I LEARNED HAVE, ALREADY IN JUST WEEKS, IMPROVED THE WAY I AM RUNNING MY BUSINESS.”

-Program Participant

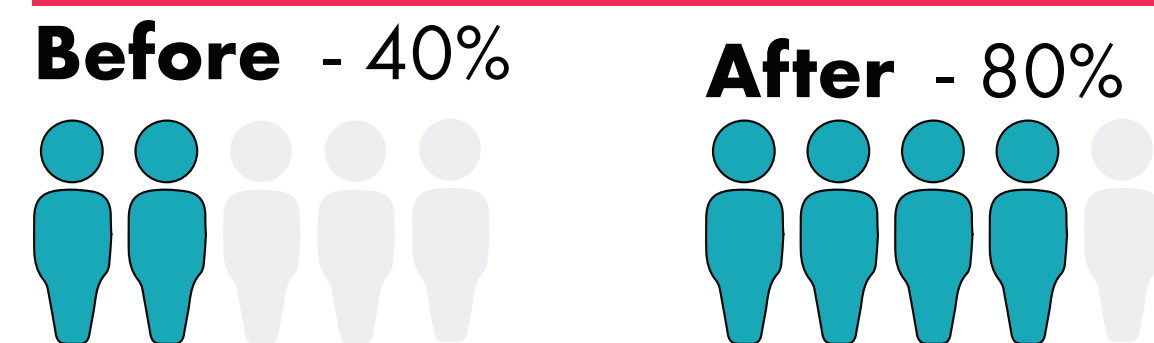
IMPACT

CONNECTING TO RESOURCES



% of librarians who feel equipped to connect with area resources and build their libraries as resources for entrepreneurs.

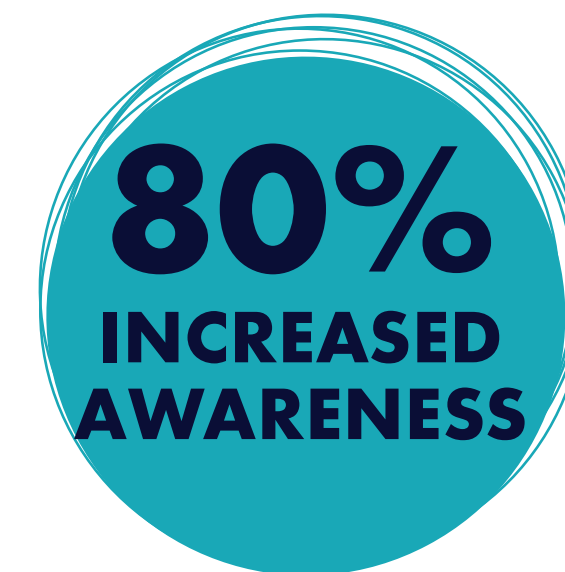
CONNECTIONS TO EXPERTS



% of librarians who feel equipped to plan and host workshops with "experts" who can teach business tools/concepts.



% of libraries reporting they are now more widely recognized as a resource for entrepreneurs as result of the program.



% of librarians reporting they are now aware of more community resources.

“OUR LOCAL SBDC REPRESENTATIVE JOINED A MEETING & WAS IMPRESSED WITH HOW THE PROGRAM HELPS DETERMINE THE VIABILITY OF A BUSINESS CONCEPT/PRODUCT. HE SAID THE SBDC IS A GREAT NEXT STEP. -Local Educator



Why Libraries?

Public libraries are uniquely situated to serve entrepreneurs.

In towns and cities of all sizes, libraries are used as:

- + co-working spaces,
- + centers of expertise and knowledge discovery
- + community hubs.

Libraries are an easily accessible spaces, well known and trusted, where everyone feels welcome.

Libraries as Launchpads builds on the unique and valuable assets and Qualities of public libraries to build up libraries an vibrant entrepreneurship Hubs, supporting communities in their efforts to foster the creative economy, create a unique sense of place, and encourage business development.





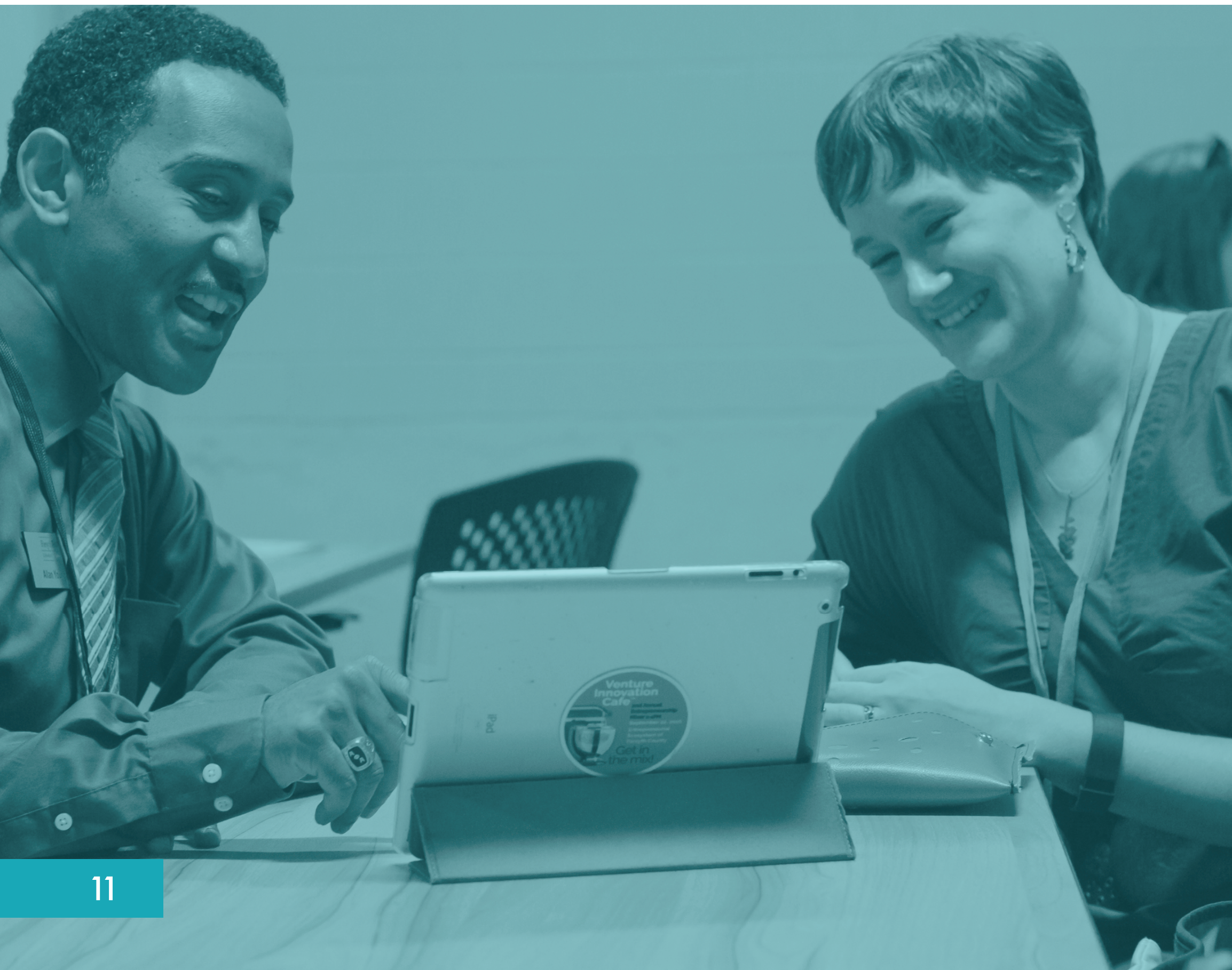
BUILDING ENTREPRENEURIAL NETWORKS

Its all about who you know!



Building Your
NETWORK =
Building Your
COLLECTIONS

Sometimes the best resource to recommend to an entrepreneur is a person or organization in the community.



Whose in the network?

Networks are one of the most valuable assets an entrepreneur can have. Entrepreneurs need:

- + People to test products/services and give feedback,
- + Suppliers for materials,
- + Customers to buy products/services,
- + City offices to give them permits/licenses,
- + A way to keep the books and do taxes,
- + Ways to get legal advice,
- + Mentors/experts in the industry,
- + Places to sell,
- + Partners to collaborate,
- + Sources of financing,
- + A way to keep up with standards, regulations, and trends in their industry,
- + Advertising and marketing to get the word out about what they have to offer,
- + Promoters to recommend them and share stories,
- + etc., etc.



Keeping it organized

How could these assets be categorized and accessed in a way that works with your library's collections?

Things to consider:

- + What identifiers would make it easiest to categorize in a system you already have in place?
- + These collections will continue grow and evolve - what methods works best for updating?
- + What would make it easiest for all library staff to access the collection? Do you want all staff to have access?



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Keeping it organized

As per usual we took an entrepreneur viewpoint to our approach:

+ **Experts**

(Lawyers, entrepreneurs/business owners, CPA's, subject matter experts - operations managers, marketing/social media specialists, industry experts, etc.)

+ **Knowledge**

(Small Business Development Centers, city zoning and permitting, state licensing, data analyzers, etc.)

+ **Networks**

(Entrepreneur groups - Creative Mornings, potential customer, business owners, Chamber of Commerce, local colleges, etc.)

+ **Experiences**

(Incubators/startup programs, pitch events/groups - 1 Million Cups, Makerspaces classes, public speaking groups, etc.)

+ **Resources**

(Building owners, manufacturers, Makerspaces, coder/developers, material retailers, etc.)

+ **Financing and Capital**

(Granting agents, federal funding agencies, banks/lenders, investors, crowd funding platforms, etc.)

+ **Other**

(Things you don't feel fit in the above categories.)





MAPPING COMMUNITY | ASSETS

Its all about who you know!



| Who do you know?

Whose already part of your network?

- + The director of the local Chamber of Commerce;
- + A super-networker;
- + The owner of a local daycare;
- + A lawyer;
- + A product designer;
- + Someone who loves to shop/eat/ride a bike/sleep/etc.?



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ASSETS IN MY COMMUNITY

Experts

Person/Organization	Skills or Area(s) of Expertise	Connection?	Contact
<i>Example: Jane Doe at Paramount Legal</i>	<i>Trademark and patent law (Unsure? Leave it blank and make plans to find out!)</i>	<i>Attends library book club</i>	<i>Jane Doe Jane@paramountlegal.com</i>



Who could you know?

Are there people or organization you *know of* in your community that you could reach out and connect with?

- + The local SBDC;
- + Government Offices;
- + Business Owners;
- + Consultants;
- + Colleges;
- + Meetup Groups;
- + Super-Networkers?



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ASSETS IN MY COMMUNITY OR NETWORK

Resources

Person/Organization	Skills or Area(s) of Expertise	Connection?	Contact
<i>Example: Que Lab Makerspace</i>	<i>Equipment for prototyping</i>	<i>Reference librarian's daughter Ann is a member</i>	<i>Will contact Ann to find out</i>



Where are you lacking?

This is an ever evolving collections! Some assets you may not even know to look for until someone asks.

- + Experts
- + Knowledge
- + Networks
- + Experiences
- + Resources
- + Financing and Capital
- + Other

ASSETS NOT CURRENTLY IN MY COMMUNITY OR NETWORK

Type of Asset Needed (From page XX)	Skills or Area(s) of Expertise Lacking	Where available?	How to find?
<i>Example: Financing and Capital</i>	<i>Small business lending</i>	<i>Community Credit Union in Manalapan</i>	<i>Follow up with librarian - jane@e</i>

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Regional Collaboration

Some assets may be available in nearby communities or at state level.

ASSETS NOT CURRENTLY IN MY COMMUNITY OR NETWORK

Type of Asset Needed (From page XX)	Skills or Area(s) of Expertise Lacking	Where available?	How to connect?
<i>Example: Financing and Capital</i>	<i>Small business lending</i>	<i>Community Credit Union in Manalapan</i>	<i>Follow up with Monmouth County Librarian - jane@example.com</i>

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Plan of Action

Making a game plan for your library

IN THE NEXT MONTH

Task	Goal	Date/time	Complete?
<i>Example: Reach out to Que Lab Makerspace</i>	<i>Learn about the resources available</i>	<i>Email Monday May 11th Set up time for call</i>	

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Next Session @ 2pm Today

IDENTIFYING ENTREPRENEURIAL NEEDS

When an entrepreneur comes into the library, how do you direct them to the right resources?

It's not possible to be an expert in every industry. Asking the right questions can help you understand the best resources to recommend. Gain a better understanding of the entrepreneurial journey and how to ask questions to determine where a patron is on their journey.

