

2020 NJLibsGrowBiz Summit

Building Entrepreneurial Networks and Mapping Community Assets & Identifying Entrepreneurial Needs

Ginny Sterpka | 04.30.2020

 **creative startups**



**THIS WORKBOOK IS FOR
YOU AS YOU GROW YOUR
LIBRARY AS A RESOURCE FOR
ENTREPRENEURS!**

*Please take notes, make comments,
and add or remove pages as you
see useful.*

CONTENTS

- VISION & GOALS 1**
 - The Future of Libraries 1*
 - Your Goals and KPI's..... 2*

- BUILDING NETWORKS 3**
 - Mapping Community Assets 3*
 - Identifying and Building Connections 4*
 - Networking for Regional Collaboration 10*
 - Plan of Action..... 12*

- UNDERSTANDING ENTREPRENEURIAL NEEDS 14**
 - The Library's Role 14*
 - Reference Questionnaire 15*
 - Mapping Challenges 16*
 - Directing to "Resources" 17*

- ABOUT THE CREATIVE STARTUPS..... 18**
 - Our Work 18*

- CONTACT INFO 19**

| VISION & GOALS

The Future of Libraries

AT CREATIVE STARTUPS

We strive to fuel economic opportunity in the creative economy through entrepreneurship. We see libraries as ideal partners in this mission as we reach, educate, and accelerator underserved entrepreneurs in towns and cities of all sizes. Together with public libraries we drive economic opportunity, wealth creation, and inclusivity in their communities.

A VISION FOR YOUR LIBRARY

Questions to consider - or come up with your own!

How will your community's perception of the library shift?

In what way will the library's services be improved?

What will community leaders say when they describe the library?

YOUR VISION (In one sentence)

Your Goals and KPI's

GOALS

KPI'S (Key Performance Indicators)

Example:

Grow our library as a resource for entrepreneurs

of entrepreneurs visiting the library

of entrepreneurship/business collections being accessed

Size of business network (Assets!)

BUILDING NETWORKS

Mapping Community Assets

The list and tables that follow are an example of how you could potentially organize your community assets.

As you build out your list and learn more about the various assets someone starting or growing a businesses needs think about how you catalogue your other collections. How could these resources be categorized and recorded in a similar easy to access manner?

- Experts**
(Lawyers, entrepreneurs/business owners, CPA's, subject matter experts - operations managers, marketing/social media specialists, industry experts, etc.)
- Resources**
(Building owners, manufacturers, Makerspaces, coder/developers, material retailers, etc.)
- Knowledge**
(Small Business Development Centers, city zoning and permitting, state licensing, data analyzers, etc.)
- Financing and Capital**
(Granting agents, federal funding agencies, banks/lenders, investors, crowd funding platforms, etc.)
- Networks**
(Entrepreneur groups - Creative Mornings, potential customer, business owners, Chamber of Commerce, local colleges, etc.)
- Other**
(Things you don't feel fit in the above categories.)
- Experiences**
(Incubators/startup programs, pitch events/ groups - 1Million Cups, Makerspaces classes, public speaking groups, etc.)

PLAN OF ACTION

Your game plan

We know you are busy! So, be realistic with your goals for connecting you to the entrepreneur ecosystem!

How much time per day/week/month can you devote to this effort? _____

We love to plan! We suggest you set some goals and dates for yourself to use your allocated time to its full extent.

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>	

Your game plan

IN THE NEXT 6 MONTHS

Task	Goal	Date/time	Complete?

IN THE NEXT 6 MONTHS

Task	Goal	Date/time	Complete?

IN THE NEXT YEAR

Task	Goal	Date/time	Complete?

UNDERSTANDING ENTREPRENEURIAL NEEDS

The Library's Role

The goal of understanding the needs of an entrepreneur is to be able to offer support and resources to help them as they develop their business further. The libraries can do that by giving suggestions and guidance on ways the entrepreneur can develop their knowledge, find expertise in different areas, grow their network and experiences, and get access money and other resources.

It's important to remember that the library can suggest, not do!

Your job is not to be a business expert!

Your job is to be a resource expert.

-The resources available in the library and the resources (or assets) for entrepreneurs you mapped out.

USING THE FOLLOWING TEMPLATE

The following three pages are a template that can be used when talking with entrepreneurs.

Additional questions may be needed to get to the desired information (i.e. What is the goal for your business? - Why are you growing this business? Extra cash? Just for fun? You see a need and want to grow a large business that can solve that need for as many people as possible?)

As you test and use the template make updates and notes on how it could work better next time.

Entrepreneur Reference Questionnaire

Name of Entrepreneurs:

Name of Business:

Contact Information: (phone)

(email)

(website)

(social media)

1. WHAT IS THE GOAL OF YOUR BUSINESS?

- Hobby
- Full time just for me
- Part time
- Full time with employees

2. WHAT IS THE PROBLEM YOU WILL SOLVE FOR YOUR CUSTOMERS/ THOSE WHO PAY YOU?

(e.g., there is no place to get Mexican food in our town, parents don't have time to read to their kids, people don't know how to make a budget)

3. WHAT MARKET SPACE YOU ARE IN?

(e.g., food & beverage, kids yrs 3-5 entertainment, adult education)

4. WHAT STAGE ARE YOU IN RIGHT NOW?

- Exploring (I have just started thinking about something...)
- Growth/Expansion (I need a bigger kitchen to be able to sell salsa to a larger market)
- Idea (I have an idea that might be a business)
- Mature/Steady stage (I have been designing kitchens for 15 years. Are there any ways I can make it less labor intensive?)
- Prototyping (In my garage I have built a product that will make it easier to stack shoes on each other in the hallway)
- Exit (I want to sell my company!)
- Prototyping with Customers and/or Users (I have delivered my first cakes for weddings. And I am being paid!!!)

Mapping Challenges

5. WHAT ARE CHALLENGES RIGHT NOW?

Example questions to ask:

- What are you working on right now?
- What are you struggling with?
- What are the questions you are trying to get answers to?



Ask the entrepreneur to describe them.



Map the challenges to the assets you have

Challenges	Description	Asset Category and skill/ expertise needed	Comments/Notes
1 <i>Example: I have an idea for a product but I am not sure how to make or produce it.</i>	<i>I want to make a prototype and have people test my product. I need help with creating the prototype.</i>	<i>Experts - Metal smith/electrician Resources - Equipment Networks - Product testers</i>	<i>Potential prototyping needs: welding, electrical wiring</i>
2			
3			
4			
5			

Directing to Resources

SUGGESTIONS FOR WHAT CAN BE DONE

Need	Person/Organization	Skill, resource, or expertise	Contact
<i>Example: Help with prototyping</i>	<i>Que Lab Makerspace</i>	<i>Various tools and equipment + network of experienced makers</i>	<i>Manager: Jane Doe Jane@quelab.com</i>

ABOUT CREATIVE STARTUPS

Our work

CREATIVE STARTUPS

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 dedicated specifically for creative entrepreneurs. They provide guidance and opportunity for founders revolutionizing the creative tech and storytelling, entertainment and design, food and food tech sectors. Their accelerators operate on four continents.

LIBRARIES AS LAUNCHPADS

Libraries as Launchpads was launched in 2018 by Creative Startups, in partnership with the New Mexico State Library and New Mexico's public and tribal libraries, with a goal to provide greater access to resources for underserved entrepreneurs across the state. The program takes a community-based approach to ecosystems development by building the local capacity to support startups in the creative industries.

Since 2018, Creative Startups has worked with state & regional library systems, state and local government organizations, local libraries, friends groups, and foundations to transform their libraries into launchpads. Libraries as Launchpads has worked with 15 libraries, trained 14 local entrepreneurship educators, & served 70 entrepreneurs.

| CONTACT INFO

Let's Keep in Touch!

GINNY STERPKA

Ginny Sterpka is the Community Based and Creative Placemaking Programs Manager at Creative Startups, the leading global business accelerator for creative entrepreneurs. She leads the growth and development of the Libraries as Launchpads program which seeks to transform libraries into vibrant creative entrepreneurship hubs.

We'd love to connect!

GINNY@CREATIVESTARTUPS.ORG



CREATIVESTARTUPS.ORG

@CREATIVESTARTUPS



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