Entrepreneurs **Create, Expand, & Reclaim** Community

**Entrepreneurs Create Community**
- Coffee shop phenomenon -> Co-working spaces
- Online Influencers -> Brand sponsorships

**Entrepreneurs Expand Community**
- Workforce development: Jobs, mentoring, and apprenticeships
- Economic Development: Taxes, income, and financial investments in the community
THE ENTREPRENEUR EFFECT ON COMMUNITIES

Entrepreneurs Reclaim Community

- Reclaim property and community presence
- Advocate for their community
- Support collective economics, cooperative businesses, and community wealth-building
- Inspire unity and consensus building
TRANSFORMATIONAL PARTNERSHIPS

4 Types of Ecosystem Partners:

1. Philanthropy
2. Other Entrepreneurs
3. Community Organizations
4. Government Agencies
TRANSFORMATIONAL PARTNERSHIPS: Philanthropy

Community Based
• Community knowledge and connections

Catalytic
• First to support new, proven solutions
• Activate and inspire interest from others

Flexible
• Open to understanding the needs of community partners and the best use for resources
TRANSFORMATIONAL PARTNERSHIPS: Entrepreneurs

Increase capacity, strength and growth potential

More with Less the Same!

• Increase product offerings
• Start businesses faster
• Grow businesses faster
• Create more resilient businesses
TRANSFORMATIONAL PARTNERSHIPS: Organizations

Community Based
• Bridge Builders

Innovative
• Finding new ways to serve and new solutions to ongoing problems

Collaborative
• Work with other advocates, builders, ecosystem developers
BUSINESS SURVIVAL RATE
beyond the five-year mark

US Avg 50%

RTC Avg 80%
Rising Tide generates $3.80 in economic impact for every $1 invested in its programs.
IMPACT STATISTICS

112% ↑ CHANGE IN AVERAGE BUSINESS SALES
(for people in business at intake)

58% ↑ CHANGE IN AVERAGE HOUSEHOLD INCOME

54% ↓ REDUCTION IN GRADUATE USE OF PUBLIC ASSISTANCE

at intake  within 2 years
TRANSFORMATIONAL PARTNERSHIPS: Government Agencies

Vital for the start-up and growth of businesses

Policy
- Equitable policies - Punitive book fines
- Required business registration or location
- Library procurement practices

Programs (All about ACCESS)
- Location - Use of space at approachable local neighborhood branches
- Customers - Library sponsored vendor markets
- Timing - After work hours

Partnerships
- Training and funding referral partners
CALL TO ACTION

Everyone
• Make 1 Transformational Connection today.

Philanthropy – Be Catalytic!
• Support a new, proven solution.
• Activate and inspire interest from others.

Government Agencies & Community Organizations – Be Collaborative!
• Reach out to another fellow advocate, builders, ecosystem developers and ask, “How are things going?” “How can I help?”

Entrepreneurs – Keep Your Hand Open!
• Look for a way to give to the growing entrepreneur ecosystem.
THANK YOU!

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