

TRANSFORMATIONAL PARTNERSHIPS & SMALL BUSINESS ECOSYSTEMS

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RISING TIDE
CAPITAL

THE ENTREPRENEUR EFFECT ON COMMUNITIES

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

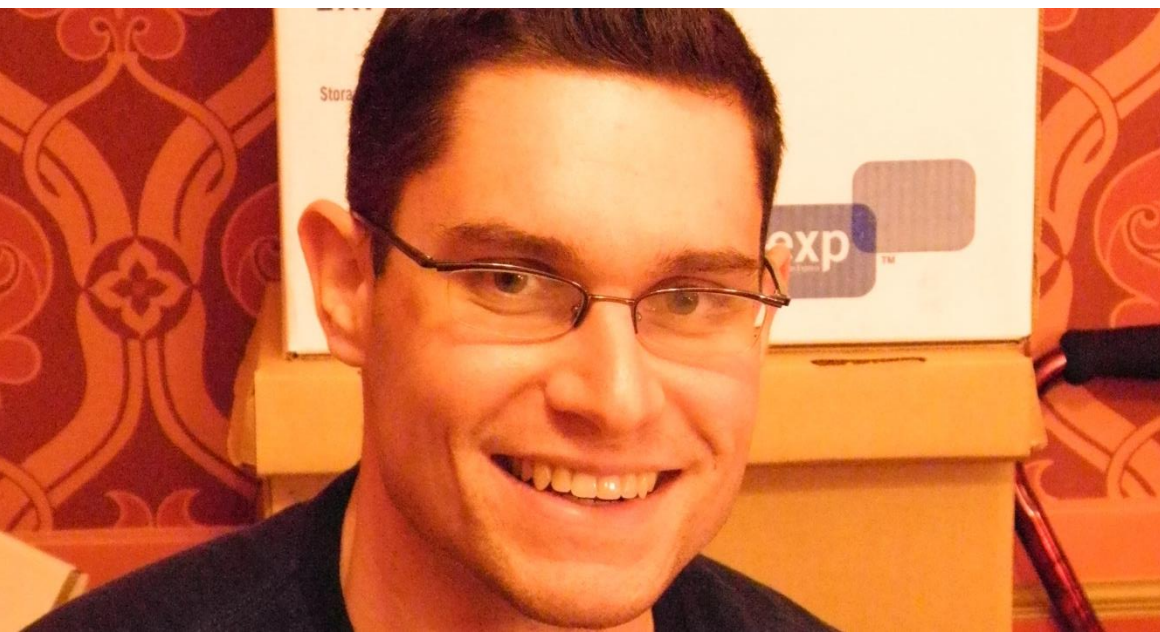
- Bridge Builders

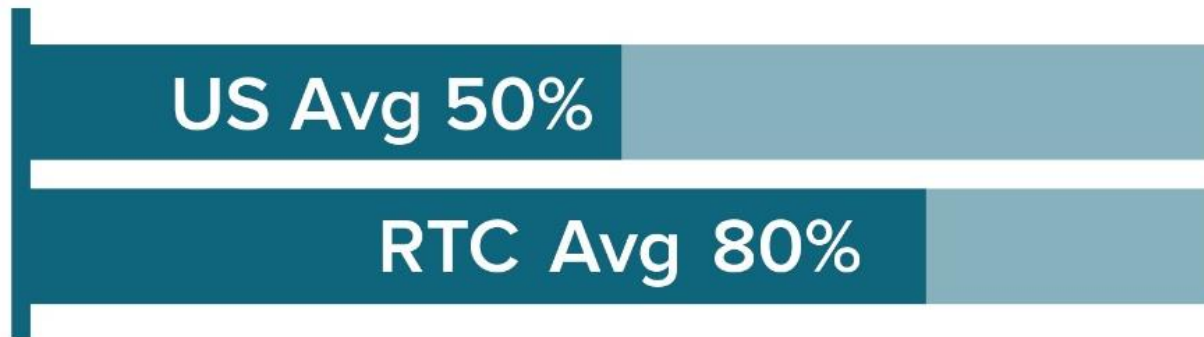
Innovative

- Finding new ways to serve and new solutions to ongoing problems

Collaborative

- Work with other advocates, builders, ecosystem developers





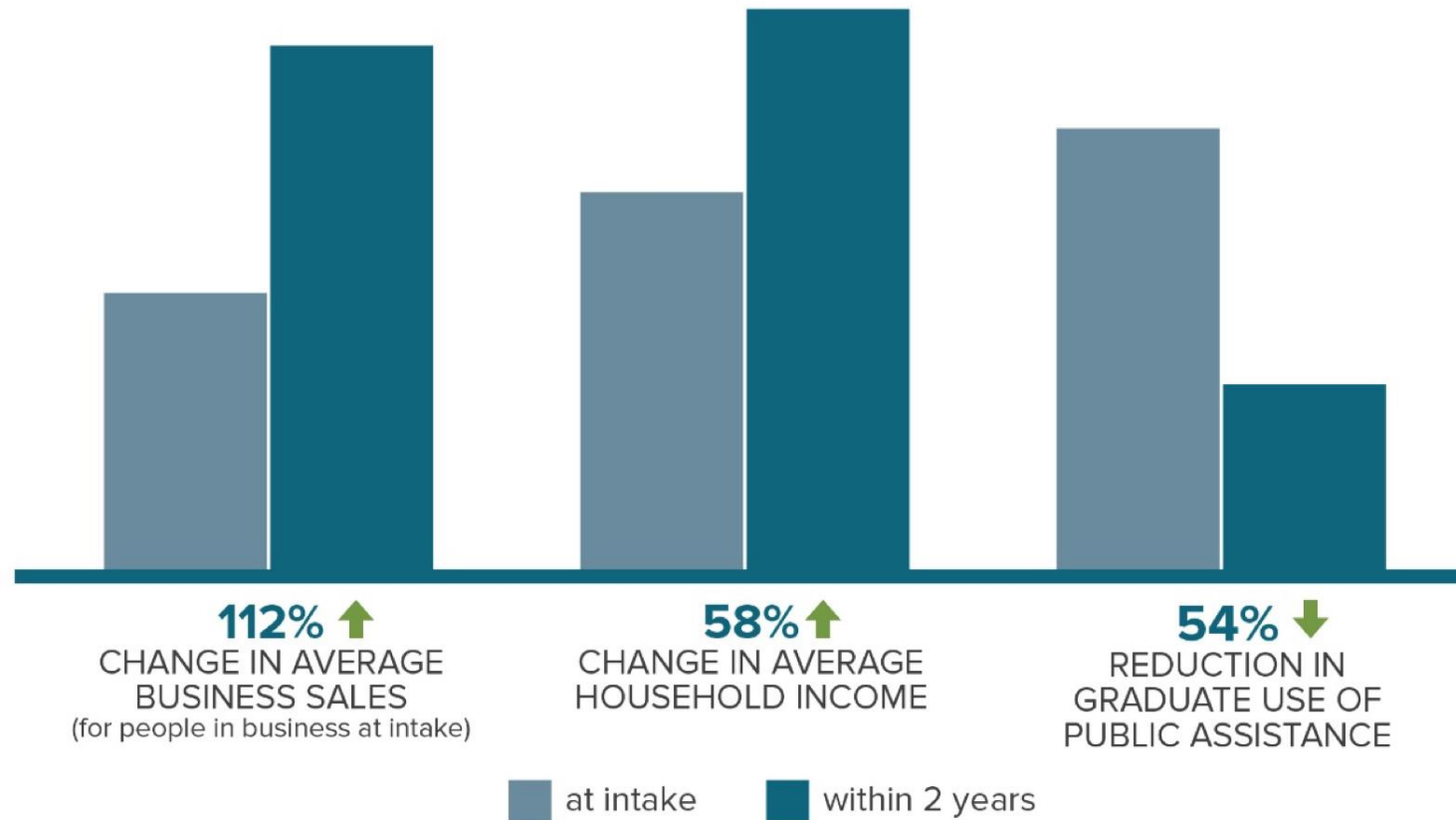
BUSINESS SURVIVAL RATE

beyond the five-year mark

BY THE NUMBERS

Rising Tide generates **\$3.80** in economic impact for every **\$1** invested in its programs.

IMPACT STATISTICS



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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