

Local Entrepreneurial Ecosystem Program (LEEP)

CAMEO – California Association for Micro Enterprise Opportunity
West Business Development Center
Economic Development and Financing Corp

CALED
March 28, 2019

C A M E O

Agenda



- Why a Local Entrepreneurial Ecosystem is Important
- What is LEEP
- Framework
- Coaching: West, Mary Anne Petrillo
- Capital: EDFC, Heather Gurewitz
- Next Steps

LEEP – The Why

Goal: Develop rural economic development strategies that support new the labor market trends of self-employment and small business.

Strategy: Support the development of a healthy ecosystem.

Actions:

- Learn more about healthy ecosystems.
- Assess community resources.
- Develop a plan for an enhanced ecosystem.

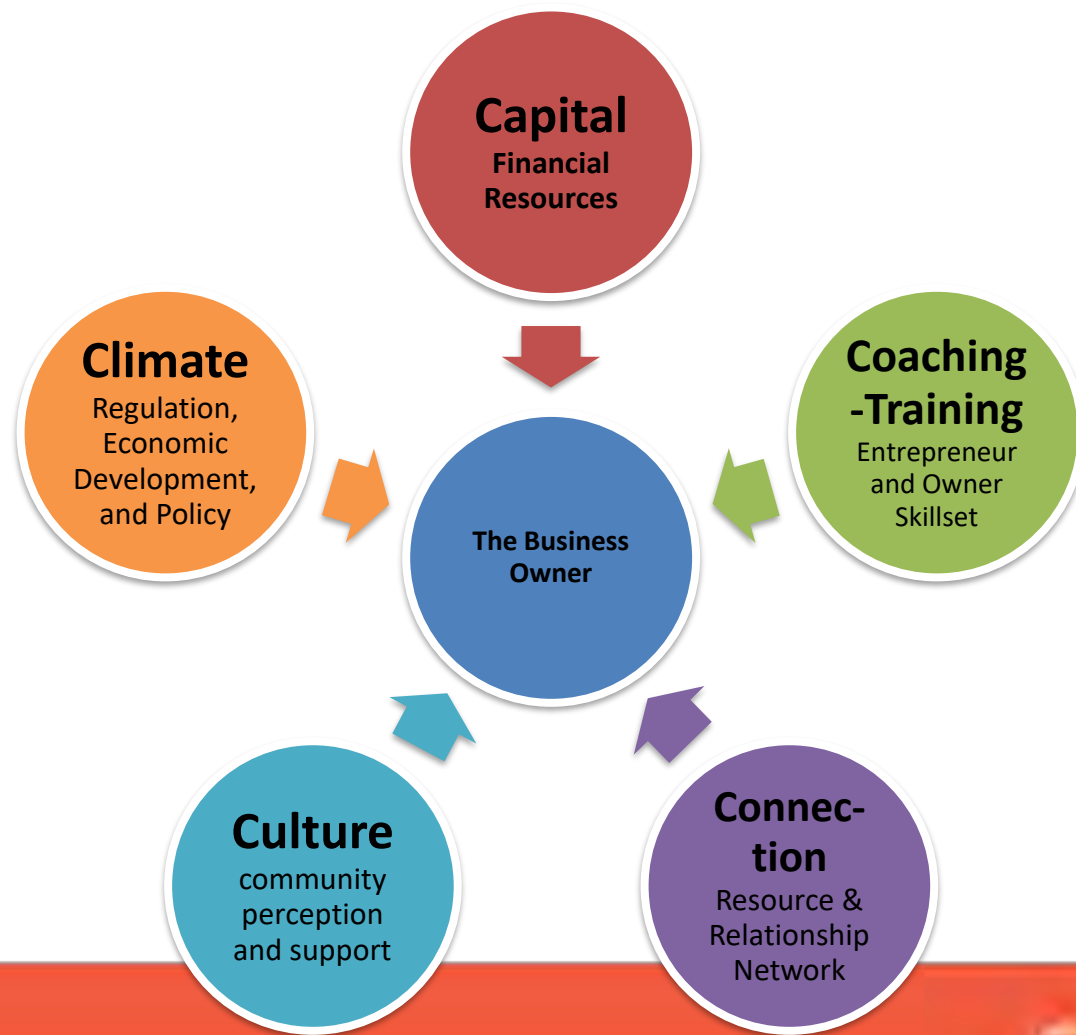


LEEP – The What

- Develop Toolkit
- Convene Stakeholder Group
- Assess Community Assets and Gaps
- Create a Plan for a Stronger Entrepreneurial Ecosystem
- Implement A Small Piece



The Five C's of the Entrepreneurship Ecosystem



LEEP Tools - Coaching



- Small Biz Development Centers
- Women's Business Centers
- Nonprofit Entrepreneurial Training Programs
- Online Resources

LEEP Tools - Capital



Businesses that receive funding are dramatically more likely to survive, enjoy higher revenues and create more jobs

LEEP Tools - Connection

Business
to
Customers



Rural
to
Urban
Centers

+ Coaching
+ Capital
+ Connection
= Success



Small business owners who receive small loans and targeted business assistance create more jobs and are more likely to survive the start-up phase

LEEP Tools - Culture



- Value creativity
- Believe in innovation
- Tolerate creative people
- Seize opportunities

LEEP Tools - Climate



Ecosystem-friendly regulations and policy

LEEP - Next Steps

- Learn more about healthy ecosystems.
- Assess community resources.
- Develop a plan for an enhanced entrepreneurial ecosystem.

Interested?

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