

# Entrepreneurship/Small Business Growth as levers to create JOBS

Topic

Barriers

Strategies

Activities/Tactics

ACCESS TO CAPITAL & FINANCING	PROFESSIONAL NETWORKS	PUBLIC POLICIES & PROCESSES	TALENT PIPELINE	ANTIQUATED CULTURE	TARGETED BUSINESS SUPPORT	ECONOMIC DEVELOPMENT	CORPORATE POLICES & PROCESSES	
Improve access to traditional capital	Opening networks to increase access to resources	Reforming government procurement policies and practices	Expanding talent pipeline for entrepreneurs of color and/or women	Changing mindset and perceptions about entrepreneurship	Build knowledge about business growth management	Working with community groups to help small businesses	Reform corporate procurement policies	
Improve non-traditional capital pipeline	Building a community of local entrepreneurs for peer support	Decrease policy barriers to starting businesses	Streamline professional development information and resources	Create space for idea sharing and discussion	Streamline business development information and resources	Revitalizing community to spur small business growth	Improve access to corporate distribution channels	
Improve business capital use	Building mentorship opportunities for local entrepreneurs	Decrease policy barriers to growing businesses			Promote support for local business	Supporting social enterprise and small businesses		Repurposing underutilized real estate as business opportunity
Decrease CDFI Market Fragmentation		Increase government process efficiency				Supporting minority, women and immigrant owned businesses		Build markets in under-trafficked areas
Incentivize SBICs to apply an equity and inclusion lens		Lowering the risk for formalizing informal businesses				Build knowledge about starting a business		Connect regional economic development to community efforts
Change application of existing CRA policy		Focus economic development policy on small business				Increase adoption of innovation business models		Create greater efficiency between EDCs, CDCs, and CDFIs
Change CRA legislation		Support government process navigation						Expand targeted industries
Investor risk assessment education								Improve economic development data capacity
Apply a racial equity lens to capital access	Apply a racial equity lens to solving for insufficient networks	Apply a racial equity lens to solving for ineffective public policies/process			Apply a racial equity lens to talent pipeline improvement	Apply a racial equity lens to entrepreneurship culture		Apply a racial equity lens to business development support
Social Enterprise specific capital	Networking Events	One stop shop	Leadership Training	Entrepreneur mindset training	Business support services	Grant funded renovation	Reform corporate procurement policy	
Minority focused seed investment	Network building	Licensing/permitting process reform	Business management training	Start-up training	Incubators	Industry Hubs/Innovation districts	Help entrepreneurs scale product manufacturing	
Micro-lending		Business loan automation	Immigrant start-up support	Pitch events/competitions	Small business anti-displacement	Public events		
Crowd-sourced financing		City procurement process reform	English as a second language training	Co-working spaces	Start-up guides	Property owner activation		
Increase growth/operations credit lines for small businesses		Improved service referral process			Business analytics support	Community led development		
Improve and Increase CDFI Small business lending		Mobile municipal services			Maker spaces	Renovate outdoor space		
Prepare entrepreneurs for loans		Mobile phone application			Succession planning	Infrastructure improvement		
Capital pipeline navigator		Mobilization loan fund			Financial education	Shop Local campaigns		
Non-traditional risk assessment for investors					Start-up accelerator	Prioritize entrepreneurship in community revitalization efforts		
Increase SBA lending					Develop and support co-operatives	CDCs connect with equity focused lenders for commercial real estate development		
Small business VC funds					Fast track business degrees	Activation counters		
Job creation incentives for lending					Online information platform	Business improvement districts		
Pool CDFI funds to enable more variety in loan sizes								
EDCs utilized technology to connect deals/entrepreneurs to investors								
Improve access to seed capital								
Improve access to start-up capital								
Improve access to growth capital								

**Reminders:**

- **Building blocks are not tied to one problem or solution and often have been utilized as part of multiple different solutions. They are simply roughly categorized here for now.**
- **Opaque boxes represent concepts derived directly from work that is ongoing across Living Cities and Member portfolios. Hatched boxes represent ideas derived from Taskforce brainstorming sessions.**
- **These boxes represent what is or may be happening, without a value-judgement on their effectiveness yet.**

Initiatives/Investments