

## Economic Development Investment Exercise

Assume your community or organization has \$100,000 a year for three years to invest in strategies to energize local entrepreneurs. How would you invest these funds? The following are some options you might consider.

<p><b>MICRO</b></p> <p>Develop or expand a local micro-enterprise program.</p>	<p><b>MENTOR &amp; PEER GROUPS</b></p> <p>Develop a mentor or peer group program.</p>	<p><b>ENTREPRENEURSHIP EDUCATION</b></p> <p>Offer entrepreneurship classes to K-12 students and adults.</p>
<p><b>FACILITATION</b></p> <p>Provide entrepreneurs with coaching or facilitation services.</p>	<p><b>TRAINING</b></p> <p>Provide local access to entrepreneurial training workshops.</p>	<p><b>INCENTIVES</b></p> <p>Provide local business incentives.</p>
<p><b>COUNSELING</b></p> <p>Support business counseling services for local entrepreneurs including one-on-one technical assistance such as feasibility studies and business plans.</p>	<p><b>THERE ARE MANY CHOICES – THE CHALLENGE IS INVESTING IN THOSE OPTIONS THAT BUILD ON YOUR ASSETS, GET RESULTS, AND ENHANCE YOUR CAPACITY TO DO MORE.</b></p>	<p><b>TECHNICAL ASSISTANCE</b></p> <p>Create access to technical assistance including legal, accounting, marketing, management, human resources, and other business skill areas.</p>
<p><b>NETWORKS</b></p> <p>Develop networking infrastructure for entrepreneurs.</p>	<p><b>INFRASTRUCTURE</b></p> <p>Ensure solid business infrastructure, e.g., telecommunications, storefronts, lab space.</p>	<p><b>MARKET DEVELOPMENT</b></p> <p>Provide assistance to help entrepreneurs develop new markets.</p>
<p><b>INCUBATORS</b></p> <p>Develop a local or regional incubator and program for entrepreneurs.</p>	<p><b>INVESTMENT CAPITAL</b></p> <p>Increase access to investment capital for entrepreneurs.</p>	<p><b>OTHER?</b></p> <p>Are there other strategies that you feel would be a great investment?</p>