

Entrepreneurial Asset Mapping Tool

Step 1 – Scanning Exercise

Starting with the Entrepreneurial Assets Checklist, check off all the programs and resources available in your community and region. Then complete a worksheet for each of the main categories in the checklist. Start with the Entrepreneurship Programs Worksheet, proceed to the Business Services Worksheet and then on to the Capital Programs Worksheet. (Remember, you’ve already identified your Entrepreneurs in Part III above.) Try to be specific and identify known resources that fit into the categories within the checklist.

Entrepreneurial Assets Checklist

<p>Entrepreneurship Programs</p> <ul style="list-style-type: none"> <input type="checkbox"/> Mentors/Peer Groups <input type="checkbox"/> Self-Awareness Assistance <input type="checkbox"/> Assessment <input type="checkbox"/> Training <input type="checkbox"/> Marketing <input type="checkbox"/> Business Plan Development <input type="checkbox"/> Feasibility Studies <input type="checkbox"/> Technical Assistance <input type="checkbox"/> Specialized Assistance 	<p>Business Services</p> <ul style="list-style-type: none"> <input type="checkbox"/> Accounting <input type="checkbox"/> Legal <input type="checkbox"/> Human Resources <input type="checkbox"/> Information Technology <input type="checkbox"/> Financing <input type="checkbox"/> Business Transfer Planning <input type="checkbox"/> Production <input type="checkbox"/> Marketing <input type="checkbox"/> Market Identification & Development
<p>Capital</p> <ul style="list-style-type: none"> <input type="checkbox"/> Literacy <input type="checkbox"/> Micro Lending <input type="checkbox"/> Revolving Loan Funds <input type="checkbox"/> Commercial Lenders <input type="checkbox"/> State/Federal Program Linkages <input type="checkbox"/> Angel Investors <input type="checkbox"/> Seed Capital <input type="checkbox"/> Venture Capital 	<p>Entrepreneurs</p> <ul style="list-style-type: none"> <input type="checkbox"/> Aspiring <input type="checkbox"/> Startups <input type="checkbox"/> External Markets <input type="checkbox"/> Growth Oriented <input type="checkbox"/> High Growth <input type="checkbox"/> Serial <p>Use the tools “Identifying Entrepreneurial Talent” and “Targeting Entrepreneurial Talent” to help you complete this part of the checklist.</p>

Business Services Worksheet

Accounting	Legal
Human Resources	Financing
Business Transfer Planning	Production Consulting
Marketing & Market Development	Other?

Note: Not all business services are equal. Some services can address basic needs such as financial bookkeeping while others can handle the complicated issues of business transfer planning. One way to assess the capacity of the service is to look at the kinds of clients it serves. Clients with complicated and sizeable business structures indicate that the business service has higher capacity levels.

Entrepreneurship Programs Worksheet

Mentor/Peer Groups Programs	Awareness & Assessment Programs
Market Development & Marketing Programs	Business Plan Development & Feasibility Study Support
Technical Assistance Programs (1)	Training Programs (2)
Specialized Assistance Programs (3)	Other?

(1) Examples of technical assistance programs might include manufacturing extension, cooperative extension, Small Business Development Centers, SCORE, and programs associated with incubator facilities.

(2) Examples of training programs might include Fastrac, NxLevel, REAL, Core Four and other similar programs.

(3) Examples of specialized programs include the technology transfer and commercialization programs at universities, the Import/Export Bank, and e-commerce programs.

Capital Programs Worksheet

Financial Literacy (1)	Micro Lending Programs
Revolving Loan Programs	Commercial Lenders
Linkages to State & Federal Financing Programs	Local Angel Investors
Seed, Venture & Equity Investors	Other?

(1) Financial literacy relates to the entrepreneur’s knowledge and experience with various forms of capital and financing arrangements. Strategies to help entrepreneurs become more capital aware are critically important.

Note: Chances are that multiple capital resources exist. Whether private or public, these resources are often complicated to use and challenge the entrepreneur. Creating help within the community to assist the entrepreneur work through the red tape of these programs is important to building a capital rich environment.