

Program Logic Model

Here's an example of a **program logic model** that could be used to guide and evaluate efforts to increase the support for entrepreneurs by local government.

For Whom:	Local entrepreneurs and small businesses less than one year old.
Assumptions:	Support of local government can make a positive difference in the success of new ventures in our community. The entrepreneurs themselves should be asked what local government support might be best. Having some supports and programs in place will encourage more entrepreneurs to identify themselves.
Process:	Interviews with any new business less than one year old. Focus group conversation with potential entrepreneurs about what might help. Research with state agencies and online resources about what other communities are doing to nurture entrepreneurs (model practice research).
Outcomes:	New local government initiative, program or service targeted at entrepreneurs. Increased visibility for entrepreneurs in our community. Exchange of information with other communities trying the same ideas.
Impact:	Local government services targeted at entrepreneurs in a systematic way. Percentage of community budget dedicated to entrepreneurship programs increased. Higher rate of new business starts and entrepreneurial activity.