

energizing entrepreneurial communities

Asset Mapping Tool

Use this exercise to begin mapping the assets that exist both inside and outside your community to help build your entrepreneur support system.

System Partners: Key leaders in helping build the EDS

System Partner	Role within the System
e.g., local economic development commission	e.g., host organization



Go To Resources: Universal resources that are foundational to your EDS		
Go To Resource	Kind of Assistance	
e.g., Small Business Development Center	e.g., Counseling, business plan development	

Local Business Services: *Public and private sector resources resident in your community*

e.g., attorney, CPA, web developer	

Remember, it is not *what* you know but *who* you know. Keeping this theme in mind, map people and organizations in your community or region that can help connect you to more specialized business support resources that exist outside your community.

Pathways to External & Specialized Resources: *Connectors to outside resources*

Pathway Resource	Networked Resources
e.g., regional development organization	e.g., state and federal business support programs

Worksheet for Mapping Entrepreneur Resources

Directions: List as many entrepreneur support and resource providers serving your community as you can identify. Remember that great resources may be located somewhere else but still serve your area. Be creative and think about a wide range of possible resources from local business service providers to public programs and individuals who might be great mentors.

Possible Resource	Contact Name	How Can They Help?

Confidentiality: When we are talking about people and their organizations, we are stepping into their lives with the hope that we can engage them in providing assistance. Be respectful of the information you gather. Confidentiality, keeping this information within your team, is very important. Make a personal pledge not to share this information outside your team.

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