

ASSESSMENT PART 3

ENTREPRENEURIAL RESOURCES

Info Sheet

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Background & Introduction

Every community, even the smallest and most remote, has resources that can help entrepreneurs become more successful. Central to growing an entrepreneurial community and economy is linking your entrepreneurs with resources that can help them become more competitive and profitable, and grow. Our third assessment package focuses on mapping your community's **relevant entrepreneurial resources** so that you have the ability to help your entrepreneurs. This Info Sheet summarizes the resources within our **Assessment 3: Entrepreneurial Resources Package**.

Relevant Resources?

Too often we focus on what we THINK entrepreneurs need instead of reaching out and really understanding our market. The practice of listening to your entrepreneurial talent ensures that you will identify, engage, or develop entrepreneurial resources that are truly relevant for your entrepreneurs.

Additional Information

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Entrepreneurial Resources

As we work with communities and regions across North America, we help them understand the wide range of entrepreneurial resources they can call on to support their entrepreneurial talent. Some of these communities have a diverse set of accessible resources; other communities have to network to resources in a larger market town or city. In all cases, however, we often find that two things are true. One, most entrepreneurs need some help in getting connected to the right resource at the right time, no matter how well-resourced your community may be. It is the job of economic developers to help make these connections. Two, most resource providers operate in silos without connecting to other providers in ways that would make referrals, advocacy, and collaboration easier. Providing better, more effective services to your entrepreneurs starts with an understanding of the resources on hand. That is the value of the tools included in this entrepreneurial resource assessment package.

Center for Rural Entrepreneurship

Resources included in ***Entrepreneurial Resources Assessment Package*** include:

Entrepreneurial Resources Guide. Our Guide provides a great overview of resources likely to be valuable as you vision, design, and grow your community's Entrepreneurial Development System (EDS). This Guide compliments our new book, *Energizing Entrepreneurial Communities – A Pathway to Prosperity*.

Mapping Worksheets. Included in this package is a collection of seven mapping worksheets. Each worksheet includes a one page summary of a particular entrepreneurial resource group and a worksheet you can use in your community to undertake resource mapping. Mapping worksheets include:

System Stakeholders. This worksheet focuses on your likely EDS stakeholders including funders, resource providers and potential host organizations.

Area Resource Team. This worksheet addresses the idea of creating a local resource team that can help staff and volunteers engage in identification, outreach and assistance to entrepreneurs.

External Resource Network. Some resources may be local, but it is a big world out there and many resources may be external to your community. This worksheet can help you begin identifying resources that could serve your community but are not resident in your community.

Pathway Resources. This worksheet can be used to map pathway resources, what we define as those organizations (or individuals) in your community that come into regular contact with entrepreneurs and who can network them into your EDS.

Retail Resources. We want to empower and encourage entrepreneurs to build their own network of resources including retail business resources. This worksheet can be used to map your community's retail resources.

Go To Resources. In many communities, based on your targeting, you will come to rely on a relatively few number of "Go To" resources such as your area's small business development center or a regional bank that works well with start-up businesses. This worksheet can help you map your "Go To" resources.

Foundational Resources. This worksheet can help you explore your "foundational" resources or those that are critical within any EDS.

Other Worksheets. We have included two other worksheets that may be helpful for mapping your community's resource partners.

EDS Reading Library. Your "E" team may need to spend some time doing homework on the idea of Entrepreneurial Development Systems or entrepreneurial ecosystems. We have collected from our network partners a set of background readings that could help your team better connect with resources within an EDS.

Remember two allied resources not provided by the Center but strongly recommended by us are [US SourceLink](#) and [Tools for Business Success](#). Check them out.

