why am I talking about this?

- known
- serve all
- community driven
- research & resource experts
The presentation will show how libraries can serve library patrons, as well as the larger ecosystem and its entrepreneurs by being a new and non-traditional entry point and referring agency.
Contact with non-traditional entrepreneurs
walk through your doors without hesitation
- Contact with non-traditional entrepreneurs
- Provide tools and skills
- Contact with non-traditional entrepreneurs
- Provide tools and skills
- Match Maker  *Map
What is an "Entrepreneurial Ecosystem"?
MAP - verb

- Idea
- Growth
- Strategy
- Investment
- Launch
- Scale
What organizations in my community are serving what stage, and through what service offerings?
what are the **gaps** in the ecosystem - AND - what **opportunities** exist to help entrepreneurs to survive & thrive?
Add Value

- consider their perspective & needs
- don't duplicate services
- refer-refer-refer
2 Program Playbooks

Build a Community's

Entrepreneurial Mindset
tbd

- a playbook for **innovation & inspiration**

furloughed to entrepreneur workshop

- a playbook for a **new engagement**
OPEN MIC NIGHT MEETS BUSINESS BRAINSTORMING

GOAL
- space for innovation - inspiration -
- courage - connection - first steps -
How The Event Runs
It's really easy to get stuck in your own brain in the early days. TBD allowed me to share my business ideas with open minded individuals & receive quality feedback from small groups. I got more ideas from the brainstorming sessions than I expected! People were really interested in helping others. The community's feedback, which was diverse and outside my circle, really helped jumpstart my strategy and turn my idea into an actual business!

"It was amazing."

Christina D. multifaceted - owner/creator
FURLoughed to
Entrepreneur

Goal
- support a new group of protentional entrepreneurs
- meet them where they are
- test assumptions
- begin strategizing about a business

Lots of Time
*12-15 hours

Read Lean Startup & Running Lean

2 Staff/Volunteers & 2-3 Experts

Print Large Canvas (24x36)

Strict Agenda

Sticky Notes & Sharpies
How The Event Runs
This was so helpful for guiding my business planning. We were taught with specific examples, and then given time to think about the details of our individual business. The structure kept me on track & got the thoughts out of my head and on paper. I could finally see the full picture.

I learned a ton through the Lean Canvas Method, but in addition to that, and potentially more helpful, was the energy and motivation to keep grinding, planning, and discovering. The network came at a time when I felt most alone in my plans and questioning my ideas.

"So helpful & efficient!"

Lauren S.
Stubbs Mobile PT - owner
LIBRARIES PLAY A ROLE...SO GET IN THERE

MAP YOUR ECOSYSTEM

GROW AN ENTREPRENEURIAL MINDSET

FIGURE OUT THE GAPS, BE THE MATCHMAKER, CREATE OPPORTUNITIES

ENGAGE YOUR COMMUNITY IN INNOVATION, CONNECTION, THE LEAN STARTUP METHODOLOGY & SKILLS TO HELP CREATE

SUSTAINABLE BUSINESSES