



NetWorked for CHANGE CONFERENCE

April 1, 2022 • Hyatt Regency Wichita

Morning Huddle: Entrepreneurship Support

Facilitator: Andrew Myers, WSU- Public Policy and Management Center

Huddle Leaders:

- Gabriel Munoz, Executive Director, The Toolbox KS: Small Business Resource Center
- Daniel Smith, Co-Founder, The Porter House KC
- Mary Beth Jarvis, NXTUS, Inc.

Huddle Attendance: 51

Barriers

- Not enough time and resources
- Too many resources- hard to navigate and overwhelming
- Accelerators- not a good enough hand off
- Knowing our own value
- Life happens- COVID
- Resources are not meeting entrepreneurs where they're at
- Over thinking/ self-doubt
- Transition from worker to entrepreneur
- Where to start
- Lack of network- connections/ how to navigate or select
- Lack of inclusivity (translation)
- Focus on "sexy" entrepreneurship- what about the smaller businesses
- What is success- the definition
- How to communicate that we are of the whole system
- People don't want to engage with government
- Perception that government won't help but to get them in trouble
- Getting authority to support new programs
- Political turnover
- Fear to embrace new things, break tradition
- Not knowing where to start/get guidance/mentorship
- To roll out big program, need lots of capacity/infrastructure/time
- Giving alumni entrepreneurs access to table of filtered, correct resources, funding problems, conversations, etc.
- Finding specific regulations for businesses (navigating regulations)
- Gate keepers of information
- Not knowing what you don't know



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- Money
- Property
- Free money available
- Where to go to find support
- Proper business planning
- Start-up
- Mindset
- Sustainability
- Marketing (customer base)
- Target market
- Management team
- Research

Reality Check Activity

- Resources in Hispanic community. Outreach of connection
- Reaching out to local Latino entrepreneurs and community in general
- We need more great ideas
 - o Teach the entrepreneur mindset
 - o Start younger, middle school/high school
 - o Haven't made investment west of Topeka
- State needs to support early-stage investment fund
 - o An Evergreen fund
 - o Goes right back into investors
 - o Need to feel the funnel
 - o Could be statewide
 - o Need all ideas to come forward
 - o Diversity in business= everyone can start businesses
 - o Hardest part is getting entrepreneurs all connected
 - o Share the programs that work, digital sandbox, it works
 - o Connect successful programs across the state
- Be intentional in pursuit of relationships
 - o Find someone you don't know and engage them
 - o How to collaborate- how can it benefit you to support your org?
 - o Breakdown rivalry barriers
 - o Build trust between each other
 - o Build something that lasts- how do we be a part of each other's success?
- List of attendees that attended
 - o Distribute resources and contacts to keep conversation moving forward
- Data & understanding- capacity building in entrepreneurship organizations
- Understand who you are not reaching

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- Amount of focus to figure out who you are not serving
- Step back & see your gaps
- How to help nonprofits see themselves as businesses
- o Self-preservation, nervous to share out
- o The longer you're quiet, the longer it will take to succeed
- o Believe that nobody will do you idea as well as you will
- o There's enough space out here for everyone
- o Look up "Social Innovation Review" - Stanford
- Federal opportunities- everyone needs to collaborate to get access. Ex. "build back better"
- o Couldn't put something together
- o Missed opportunity
- 1 million cups. Groover Labs
- WSU Tech- not just partnering with the larger businesses. Also want to connect with local and small businesses in the are
- Communication to encourage involvement in funding opportunities
- o Don't feel like you have to be perfect
- o Kaufman Foundation
- o You are big enough. You are ready