7. ENGAGE the WHOLE DELIVERABLES:

- Roadmap for Ecosystem Builders: Fostering Greater Inclusion
- Inclusive Ecosystem Movement: Building Framework
- All Roads Lead to Entrepreneurial Opportunities: Disconnected to Connected
- All In: Ecosystem Builders' Guide to Increasing Diversity & Inclusion

INSIGHT:

WE NEED a GUIDE!
NAME

ROADMAP FOR ECOSYSTEM BUILDERS:

Fostering Greater Inclusion

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Value proposition is demonstrating motivating factors to get people to TAKE ACTION.

Giving people a reason to partner and a roadmap on how to bring the parties together for the mutual benefit of all involved. Roadmap includes:

- Flats supporting economic benefits
- Marketing materials to bring ppl together
- Key Players + Key Message Points
- Resources Needed
**Deliverable Name:** Roadmap for ecosystem builders: Fostering greater inclusion

**Mission Title:** Engage the whole

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### Description
**what are you delivering today?**
- Inclusivity Canvas
- Outline of process to use it effectively

### Application
**how does it work? how will it be used?**
- Customizable framework
- Iterative/living doc - it's never "done"
- Could be used by ecosystem (with one group as lead convener) or an individual organization

### Impact
**how will it help ecosystem builders? what systemic issues will it address?**
- Promotes understanding of needs, talents, and resources of all stakeholders
- Prompt to challenge assumptions and uncover hidden bias
- Unified sense of purpose - build consensus
- Builds bridges for disconnected
- Defines case for action / ROI

### Team Members
**who is working on this? include contact info and any future plans or commitments**
- Chevon Baevis - chevon.b@ao5.com
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### Partners & Resources
**what partners and resources should be engaged going forward?**
- Customized to community
- Go beyond "usual suspects"

### Next Steps
**what should happen next? where would you like to see this go in future iterations?**
- Formalize canvas + process guide
- Collect / develop supplemental resources
- Economic stats
- Draft invitation to stakeholders
- Glossing of inclusive language
- Case studies / success stories
- Feedback from fellow ecosystem builders
### Inclusivity Canvas

<table>
<thead>
<tr>
<th>Programs/Partners</th>
<th>Current Activities</th>
<th>Value Proposition</th>
<th>Language</th>
<th>Audience/Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Resources</td>
<td>Stats</td>
<td>Channels</td>
<td></td>
<td></td>
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<tr>
<td>Grants</td>
<td></td>
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</tr>
</tbody>
</table>

| Action Plan       | Benefits/ROI/Beneficiary |
PAIN POINTS

- Lack of Recognition/Acknowledgement
- Built-In, Unintentional Biases
- Geographic Disconnection
- Perception
- Build a Tent/Decrease Silos
- Competing Priorities & Different Needs to be addressed
- Funding & dedicated Resources
- Need to demonstrate ROI
Media:
- Storytelling

Tactics:
- Programs and initiatives that have been successful in my city

Connecting Resources:
- Amy K

Grassroots:
- Volunteer experience
- Testing with ecosystems

Understanding:
- Rural issues
- Across different geographies and underrepresented groups

Engaging partners:
- Lessons learned in neighborhood engagement
- Access to justice initiatives

Perspective of running a NCB:
- Tim TAMS

Community engagement process:
- Messaging scheme

Identify and solicit appropriate funders:
- Convening community groups to jointly address common issues
Making the Case

Toolkit for having a Collaborative Conversation

Readmap for Ecosystem Builders: Foster greater inclusion

→ Incubating Inclusive Partnerships

→ Value Prop for Inclusion

Partnering for DESCRIP.

inclusive economy
Biz Case Partnerships

How to have
Money to the
Balance sheet from the
Street, and other
unarticulated
add-ons?

Silos/territories

Competing Priorities

Different

Finding

Lack of

Demonstrate ROI

Time/Speed no prove ROI

Lack of digital-in
Brand

Lack of

Lack of

Lack of

Lack of
For our communities ↔ For Funders

Incentive/Value Prop: WIFM

Knowing who to engage in a community (where to start)
Lack of recognition/acknowledgement of the problem
How make inclusion a priority for our partners
tool
Assumptions + stereotypes by the margins/entrenched population
Hard to address a systemic problem of gender bias/stereotypes
Ignorance on the appropriate ways to communicate & other underpinning needs.

Built in Biases/Unintentional
Georg: Discrimination
Perception
Built a Tent
Aware of systems
Lack of role models
Lack of "us-vs-them" - need guard
Siloing things
Silos in community especially around DEI
Self-segregation by individuals, ethnic groups, gender, internally
Connecting with the right people/heads

Deficit models of thinking (all ways present)
We are downtown, geographically disconnected from those underrepresented pops but we have created critical mass down there
Rural pop. Very White
Women's lack of self-confidence
Lack of intersectionality
Rural pop.

Basic needs - children, transportation, etc.
Fighting old perceptions that our org is for white people "bro's"
Lack of intersectionality in Hispanic, Asian American communities
Lack of accessibility to services, barriers, other underpinning needs, etc.

Understanding transportation challenges.
On the other hand we have issues across that need to be addressed as they pertain to us.
For Funders

Perception
- Lack of role models
- Folks not identifying themselves as entrepreneurs
- Women’s lack of self-confidence
- Fighting old perceptions that our org is for white “bros”

Build a Tent
- Lack of vision - “old guard” still running things
- Lack of women in leadership roles
- Lack of intersectionality

Silos/territories
- Silos in community especially around D/I
- Self-segregation by including ethnic groups
- Connecting with the right partners

Competing Priorities
+ Different Needs to Address
- Lack of Bandwidth
- Each under-represented group has unique set of challenges that need to be addressed in unique ways

How to have BBOs be built-in from the start, and not an awkward add-on?

Marketing
- Too many carve outs + goals of over-lapping initiatives
- Still regarded as an “extra” step

VALUE PROPOSITION / WIIFM

DIVERSITY/
Demonstrate ROI

- Lack of digital equity (access + education)
- Lack of access to legal services
- Too many initiatives dictated by outside without engaging neighborhoods first

Time/Systems to prove ROI