Toolkit for Ecosystem Builders to enable constructive dialogue w/ city policymakers to maximize & leverage city resources to increase inclusive & equitable entrepreneurship-driven economic growth.
**Deliverable Name:** Policy Persuasion Framework

**Mission Title:** New Policy Paradigm for Entrepreneurial Eco. Dev.

**Description**
what are you delivering today?

New metaphor for shifting eco. dev.
Policy framework from “smokestack closing” or “transplanting trees” to “growing trees”

**Application**
how does it work? how will it be used?

DATA DRIVEN

Why Status Quo Model is sustainable?
- Video? PowerPoint?
  - Change Policy - how to use?
    - Incentives? resources?

**Impact**
how will it help ecosystem builders?
what systemic issues will it address?

Policy makers are using an old model - we speak in different language to be using different language.
This tool will help with better translation of benefits of ecosystem model.
Redirecting resources to more productive economic outcomes.

**Team Members**
who is working on this? include contact info and any future plans or commitments

- Ecosystem Builders
- Entrepreneurs / Small Biz Owners
- Chamber, Mayor, Community
- Resource Providers
  - Incubators
  - Micro lenders/Venture
  - Startup help organizations

**Partners & Resources**
what partners and resources should be engaged going forward?

DATA PEOPLE #’s
- Message dev. & Policy work
- be prepared w/a much better translation & effectively take that to actions
- Who is this? Chamber, Mayor, community
- Graphic Designers to make eye candy graphics to translate to real change in a new way.

**Next Steps**
what should happen next? where would you like to see this go in future iterations?
EXPERIENCE IN WORKING INSIDE PUBLIC HIGHER ED

- Innovation Advocacy Council
  - Krauffman/46/SSATX/education@vanta
- New model and tools for eco dev to support entrepreneurs

CONTRIB
- Know Chair, CoS of Senate SBE Cmte
  - Exp w/Gov
  - Exp as at White Paper
  - Deep in race cmts

Woked w/ other Cmte + Sources to help advmt our local ecosystem.

15 city event
18 city field

Creating measurement tools & metrics that are timely & responsive
PAIN POINTS

Urban/Rural Lawmaker Divide
- too much eco dava resources go to corp. needs to focus on small biz

Old Ideas Clashing w/ Fast Paced Society
Ecosystem success metrics take longer than terms.

PAIN: Local Leaders Don’t Know How to Support
-Double Bladed Sword w/ Engaging Politicians

Lack of Awareness + Expertise to Engage Policy to drive air startup community
Lack of clarity of startup journey and terms, e.g. “cluster,” “seed funding,” etc.
- Leads to perception of duplication, overlap
UBER

Data
- offshore
- 89% of GDP no longer included since 1955
- 75% of GDP not to part of this list in 2027

Problem: Shell game, no net new job
- creates a creation

DISRUPTION
- automation
- technology
- SVV

New industry, new business
People solve problems

How do we support the problem solver?

- New companies
- New jobs
- New sustainable for existing companies
- Create wealthy problem solvers who will invest in this city

Help new current problem solvers or they will help attract more problem solvers here.
ASK: STOP DOING STATUS QUO

D & & to Smooth Start
D Shift some & to
Fship Support
D Find Fship Support
Through Human-Centric Design & Empathy
Toolbox

Created the cocktail napkin to help ecosystem builders meet city officials + policy makers where they are to maximize + leverage their resources + efforts to maximize inclusive + equitable entrepreneurship drive growth + community.
Education AND An Ask

Call to Action

For Policy to the Policy Makers

Macro - Data Prerequisite
Policy + Data - what does it mean?
Local level
Context
- not merely a #

Micro - what moves
the investment / decision
- narratives
- jobs, biz - something that brings to the heart
- contextualizes the DATA

* How to get message out *
- Metaphors to make a point
- What kind of metaphor can we make to frame the point?
- Is this city / state?
How to move Policy to Action

- Underlying Data - exists
  - How is it translated but
  - also to City level

- How to align w/ Policy maker
- How does that become a tool kit?

City Policy Making

What to ask: Divert more economic funds to smaller/Mainstreet biz
Shift conversation
Make friends + influence policy
Disrupt economic model

For: Ecosystem Builders
What it will do: Enable the dialogue with city policy makers
to maximize resources to increase inclusive/equitable entrepreneurship economic growth