NAME

E  entrepreneurial
A  advocacy
T  toolkit

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#EAT - Empowering your entrepreneurial ecosystem to educate, activate, and transform your community w/ your local policymakers!
<table>
<thead>
<tr>
<th>Deliverable Name:</th>
<th>Mission Title: 9</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td><strong>Application</strong></td>
</tr>
<tr>
<td>what are you delivering today?</td>
<td>how does it work? how will it be used?</td>
</tr>
<tr>
<td><strong>Team Members</strong></td>
<td><strong>Partners &amp; Resources</strong></td>
</tr>
<tr>
<td>who is working on this? include contact info and any future plans or commitments</td>
<td>what partners and resources should be engaged going forward?</td>
</tr>
</tbody>
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Inclusive of all in ecosystem, available to a diverse range of stakeholders
Outline for TPs

Tell the story

- Universal stats entrepreneurship
  - nearly all new jobs are created by businesses less than 5 years old
  - % of businesses have fewer than ______ employees

Custom stats local area
- How many local entrepreneurs
- Sectors
- ROI specific programs
- Local success stories - examples entrepreneurs

Determine

Ask
- Entrepreneurial market requires right mix policies
  - For example: Tax incentives
  - Procurement
  - Regulatory approaches
  - Customize and choose 3 top policies

Message/Impact
- Build local
- Success stories - Impact policies

How follow up
Policies & Programs to support
- examples by area (reg./tax/—)

Stats - universal
- custom (look here—)

Media

TPs/
Messaging → “build local”

Follow-up/stay in touch
Other good: Strategies take precedent

Knowledge varies
OLD IDEAS

Moving past sound bites

Politician timeline (short)

Lack of Gov. resources
Policymakers change

Pain points

Ship one of many things to address

No/few ent. are slow in voice/gout.

Learning curve

"Noise"
Multiple inputs

Lack of PAC

Competing Priorities

Social v. economic benefits

Policymakers pressed for time

ASK?

Fragmentation of Gov. - What to pursue policy change?

Small bus. vs. startup mindset/silos

Bureaucratic buy-in; funding (long-term)

Entrep. don’t know where to engage - little visibility into Gov.

Tax incentives
Zoning
Procurement
Regulation
PAC/Fundraise

Voter education
  - Candidate A is better on esp than B

Talking Points

Database of policies
  - Best practices list

AQs
  - Who?
  - What?
  - Why?

Contributions

Community education
  - Grassroots

Data Appendix
  - Impact

List of champions
  - (Awards)

Look at other successful advocacy campaigns

Message of inclusivity
  - Community impact

Candidate education

"Appointments Project"
Components

→ Education

1. Tell the story, have an ask, stay in touch... share our community
   "Prepare to do it again"

   i. Prep

   ① Policies
      Policies = Programs to support
      Examples: SNAP, KPP, Policy, Project

      Stats = Universal
      - Custom (look here)

      Media

   ② Try/Messaging → "build local"

   ③ Follow-up/stay in touch

2. Use case

   Stats: universal
   - Nearly all net new jobs are created by businesses less than 5 yrs old
   - % of all businesses have less than 10 employees
   - Trends in new business creation

   Custom
   - Census
   - Kaufman Index
   - Sources

   Tell Story
   - Universal
   - Local
   - 3 Policios greatest impact
   - Roll on specific program
   - Highlight local success

   Story

   Relationship
   How can we help you?

   NAME

   #ERT - Empowering your entrepreneurial ecosystem to educate, activate, and transition your community to your local policymakers!
Components

Education

1. Tell the story, have an ask, stay in touch... share our community or prepare to do it again

2. Prep

3. Use cases

Policies

where & why?

SWAP

Kaufman Policy Report

Tools

How to execute

TPS/Messaging → "build local"

Follow-up/stay in touch

Stats: universal

- nearly all net new jobs created by businesses less than 5 yrs old

- % of all businesses have less than —{employees}

- trends in new bus creation

- Appetizer

Entree

Etc.

Custom

- Census

- Kaufman Index at 3 sources

- ROI on specific program

- highlight local success

- Tell story: Universal Local

- Local Build

- Highlight where worked

NAME

DESCRIPTION

- [NAME]

- [DESCRIPTION]