



# Funding Your Entrepreneurial Ecosystem

Rob Williams & Dara Macan  
Entrepreneurship Webinar Series  
Kauffman Foundation & IEDC

10/27/20

# INTROS & BACKGROUND



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# BUILDING A SUPPORT STRUCTURE FOR ENTREPRENEURS



## Identify

the entrepreneurial  
resources in your  
community and  
make them visible



## Connect

your community  
through a central hub



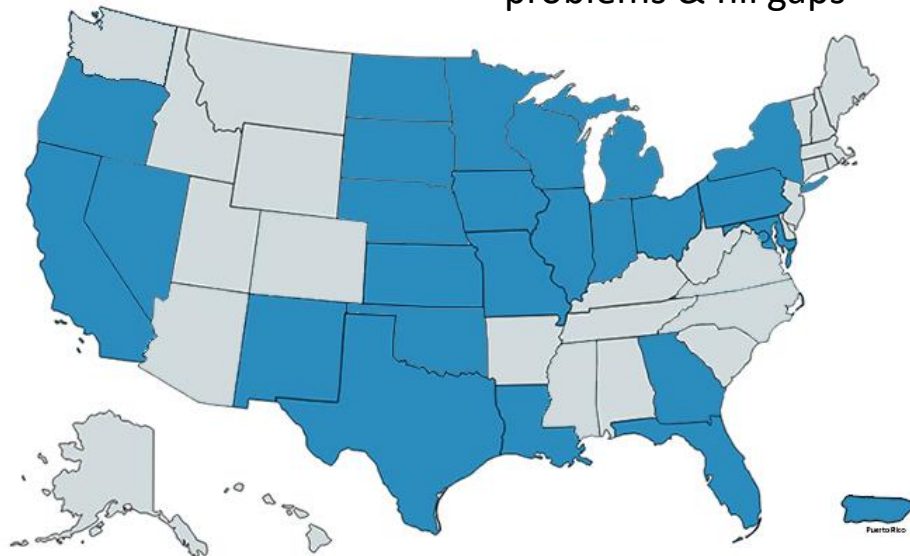
## Empower

decision making by  
collaborating to solve  
problems & fill gaps



## Measure

your impact, based on  
your entrepreneurial  
community's stage of  
development



# AGENDA

- **Why** – The case for entrepreneurship-led economic development
- **How** – Things to think about when approaching funders.
- **Who** – The people and organizations funding this work right now



NetWork Kansas Youth, Entrepreneurship Challenge

# WHY

- New and Young Firms
- COVID-19 Impact: 25% Closure, Owners of Color, Main Streeters
- Shift to 'Grow Your Own' and Entrepreneurship



KCSOURCELINK® We Create Jobs™ Report

# HOW

- Diversity and Inclusion Focus
- Rural and Underserved Development
- Federal Reserve Investment Connection (CRA)
- NetWork Kansas
- Partnerships



## Investment Connection

Investment Connection brings community and economic development organizations together with the funding community.



# HOW



**Dr. Lomax Campbell**

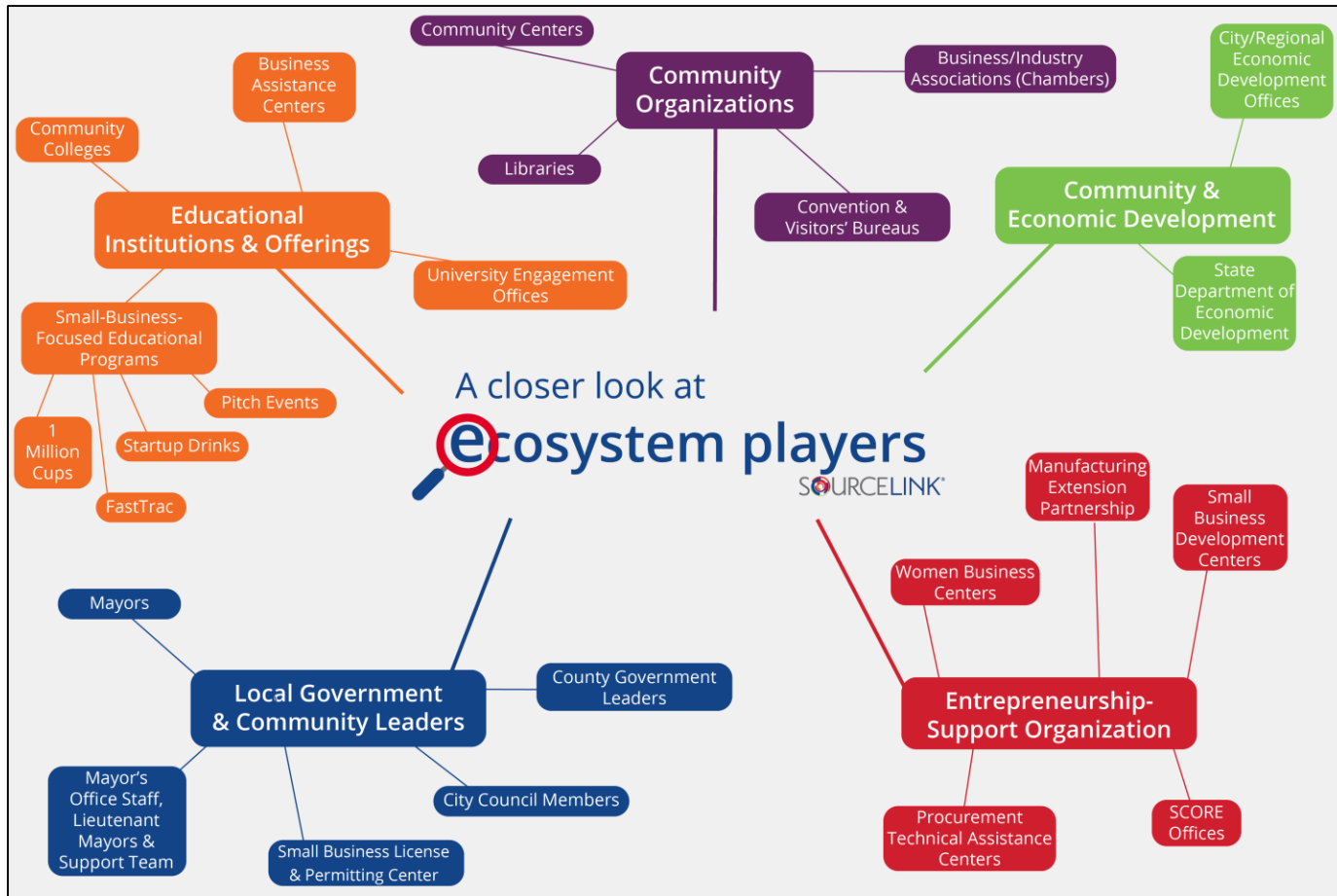
**Office of Community Wealth Building**

**City of Rochester, NY**

**[Calendly Schedule](#)**

# WHO

Who is **doing** this work? | Who is **funding** this work?





# WHO

## Foundations



EWING MARION  
**KAUFFMAN**  
FOUNDATION



The **James Irvine**  
Foundation



**Golden LEAF**  
FOUNDATION



Lilly Endowment Inc.  
A Private Philanthropic Foundation

JPMORGAN CHASE & CO.



# WHO

## Federal Government



U.S. Small Business  
Administration



EDA University Center Program Locations

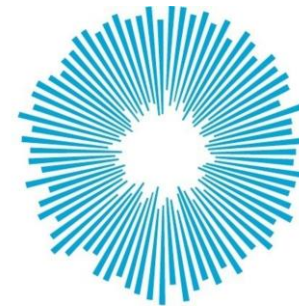


# WHO

**Associations/Private Sector**



CITIES STRONG TOGETHER



**LIVING CITIES**

INNOVATE ► INVEST ► LEAD

# TIPS

- Relationships **Before** the Ask
- **Collaboration** and/or **Match**
- Clear **Problem**
- **Measurement**



# FURTHER READING

- [Grants.gov Government Grant Search](#)
- [Which Private Foundations are Funding Entrepreneurship?](#)
- [Foundation Directory Online by Candid](#)
- [Community Foundation Locator](#)
- [Making \(and Measuring\) an Entrepreneurial Ecosystem](#), IEDC

Economic Development Journal



# Questions?



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your entrepreneurial  
infrastructure.

Actionable strategies around  
marketing, funding and  
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