

WHY DO WE NEED THIS PROGRAM?

Research indicates weak entrepreneurial networks in much of rural America and this problem is especially acute in regions that have traditionally relied on business attraction and retention as a rural economic development strategy.



This program will aid participants in creating a supportive network in rural areas, so that when entrepreneurs are considering starting a business they get supportive signals from key community leaders.

WANT TO LEARN MORE? CONTACT:

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HOMEGROWN ENTREPRENEURSHIP IN YOUR COMMUNITY

A workshop from Extension to build and strengthen your local entrepreneurial network.

Funding provided by the North Central Regional Center for Rural Development and USDA National Institute for Food and Agriculture.



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WHO: For groups of all sizes often with shared background or common profession examples include lenders, lawyers, accountants, elected officials, local/regional economic development professionals, and educators.



WHAT: We offer our Homegrown workshop either in two shorter sessions often in the evening or a day-long session.



WHERE: In your community. Your local Extension office will partner with you to host.



WHY: Entrepreneurship is a critical component of economic development as a key source of job creation, income growth, and poverty alleviation. Strengthening your local entrepreneurial network can enhance entrepreneurship and help your community realize the benefits of economic growth.

WHAT ARE THE LEARNING OBJECTIVES?

Participants will...

1. Better understand entrepreneurship, particularly in their local community.
2. See the breadth of the local entrepreneurial network and their role within that network.
3. Identify actionable steps to strengthen and engage with their local entrepreneurial network more intentionally.



WHAT CONTENT WILL BE COVERED?

- Facts about entrepreneurship, entrepreneurial ecosystems, and why they are important.
- Who are your local entrepreneurs and who could be a local entrepreneur?
- The power of entrepreneurial networks and how to strengthen them.
- How to empower entrepreneurs with potential including women and minorities
- Community-specific entrepreneurial ecosystem content.

JOIN THIS WORKSHOP AND...



Understand new and small business in your community.



Learn how to use your knowledge, resources, and relationships to revitalize your community through entrepreneurship.



Be part of community-wide entrepreneurial ecosystem that fosters a vibrant and diverse economy.

