

# **National Rural Funders Collaborative**

**Santa Fe, New Mexico**

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# Rural Entrepreneurship

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Center  
for **RURAL**  
**ENTREPRENEURSHIP**



E W I N G M A R I O N  
KAUFFMAN FOUNDATION

# My Talk Today

<b>Part 1</b>	Rural Entrepreneurship Overview Questions and Discussion
<b>Part 2</b>	Outcome Metrics Exercise – Share Back
<b>Part 3</b>	Peer to Peer Learning Exercise – Share Back

# Part 1

## Rural Entrepreneurship Overview

- ✓ What is it?
- ✓ Who are they?
- ✓ Why is it important?
- ✓ How to support it?

# What is Entrepreneurship?

*“Any attempt to create an enterprise or to expand an established one.”*

**Jay Kayne, EMKF**

*“Entrepreneurship is the transformation of an idea into an opportunity.”*

**Jeff Timmons, Babson College**

## Who are They?

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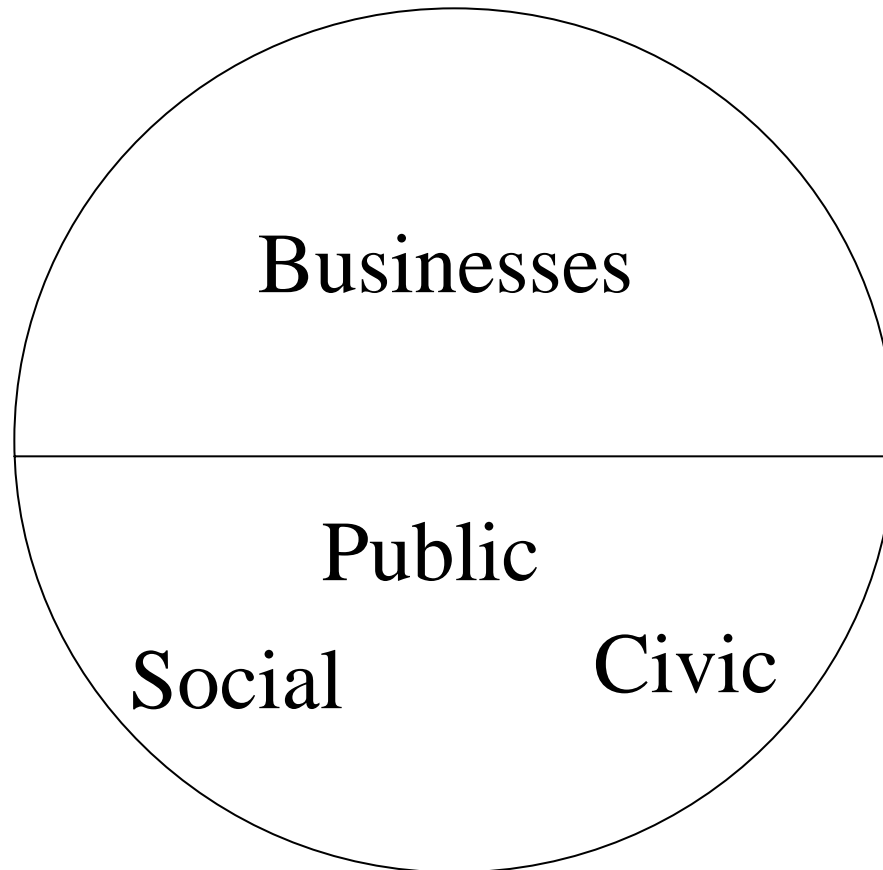
*Entrepreneurs are . . .*

*Like Yeast in Bread.*

# The Entrepreneur

- Pursues Opportunity
- Lives Proactively
- Leverages Resources
- Builds Networks
- Creates Value

# Two Worlds



## By the Numbers. . .

- ✓ GEM 1:10 Americans
- ✓ NCOE 4% of Ventures
- ✓ Center 1-2% in Rural

## Why is it Important?

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*“Entrepreneurship is a primary driver of regional economic competitiveness.”*

Chuck Fluharty

## **GEM 2000: Entrepreneurship is strongly associated with economic growth!**

- The level of entrepreneurial activity explains 70 percent of the difference in economic growth among nations.
- All nations with high levels of entrepreneurial activity have above average rates of economic growth.
- Only a few nations that have above average rates of economic growth have low levels of entrepreneurship.

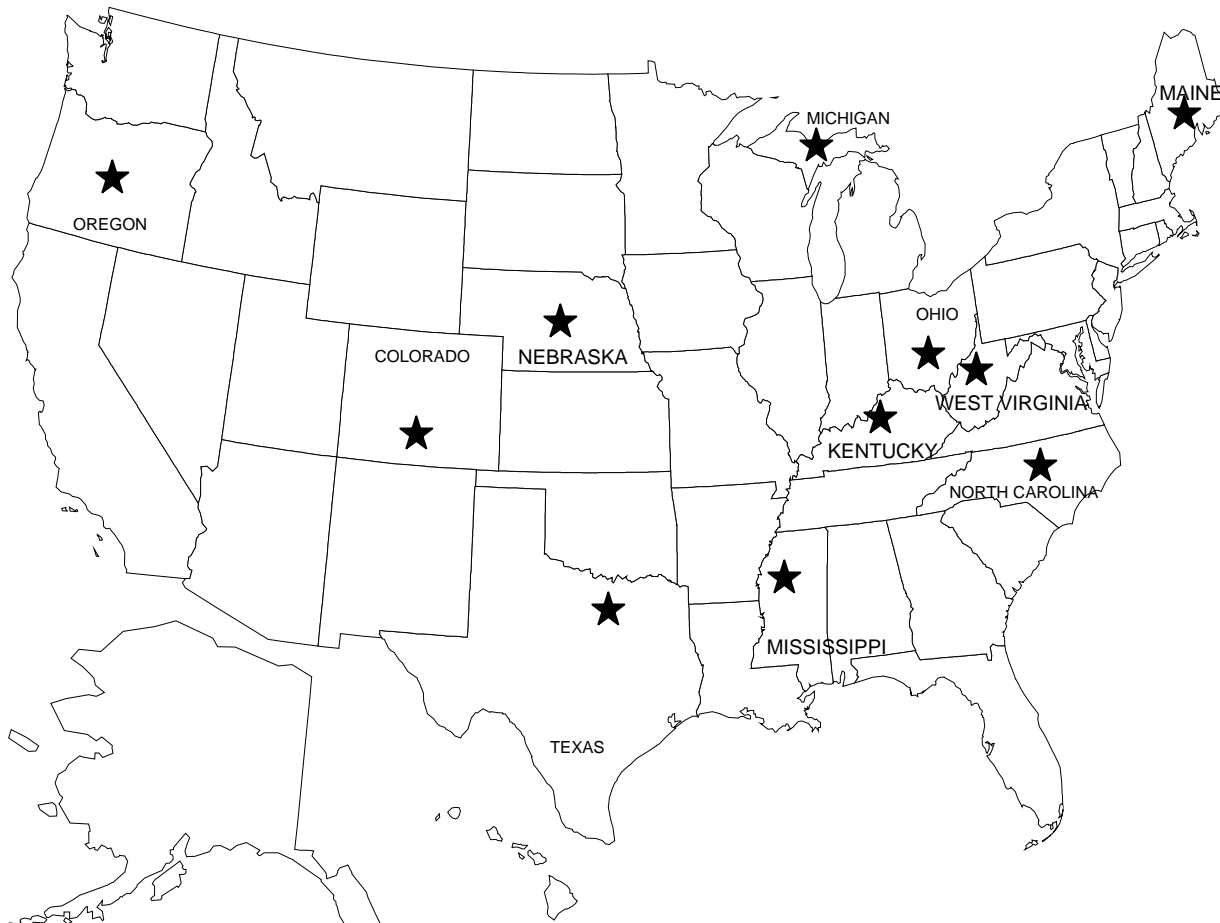
## NCOE Report:

- High-growth companies are truly extraordinary in the economy; fewer than one in twenty U.S. businesses achieve high-growth rates.
- High-growth companies are found in all regions of the country, often concentrated in the most surprising areas.
- Most fast-growing, entrepreneurial companies are not in “high-tech” industries.

# Panel Study

- 64,622 National Sample
- 830 Entrepreneurs
- Entrepreneurial Rates are Higher in Urban
- Rural Entrepreneurs are Present

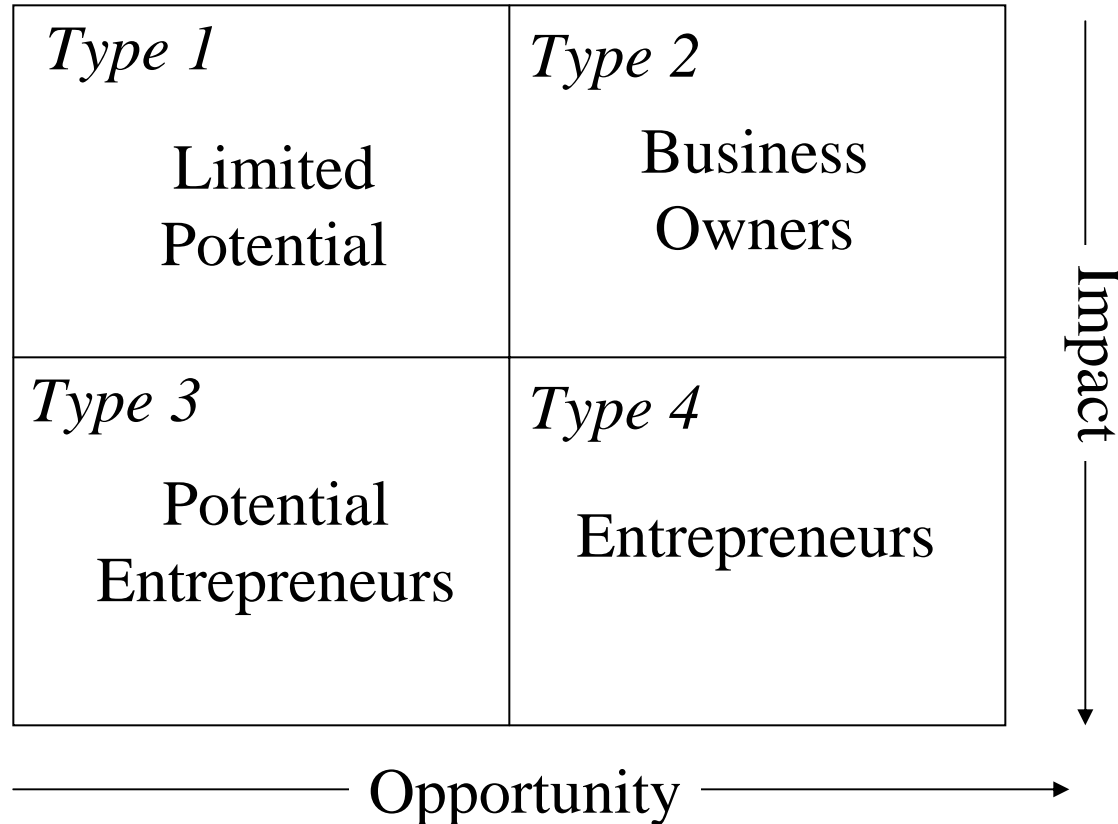
# High Performing ESOs



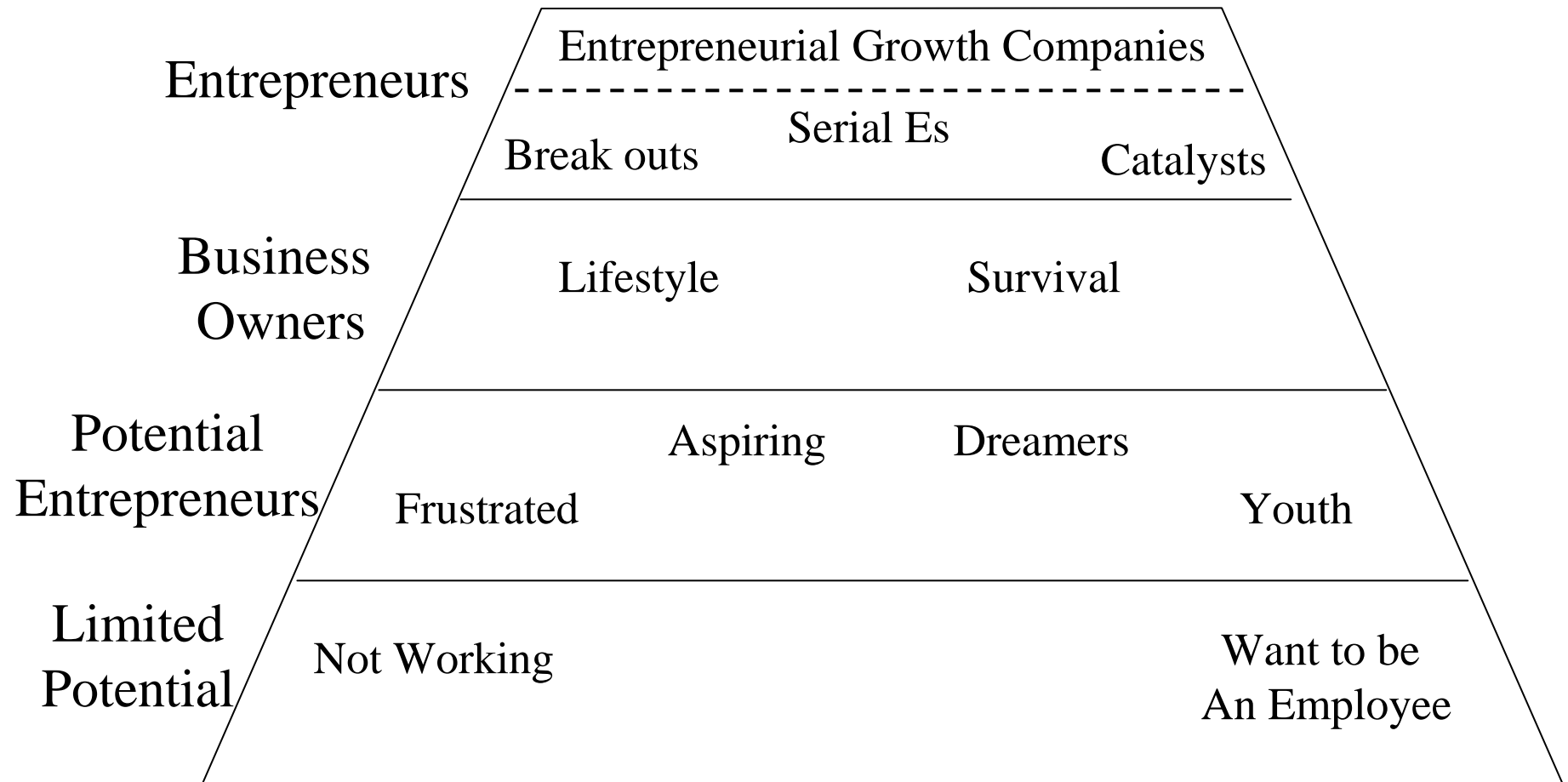
# How to Support it?

- ✓ Discover it!
- ✓ Understand it!
- ✓ Be Strategic!
- ✓ Invest in Entrepreneurs!

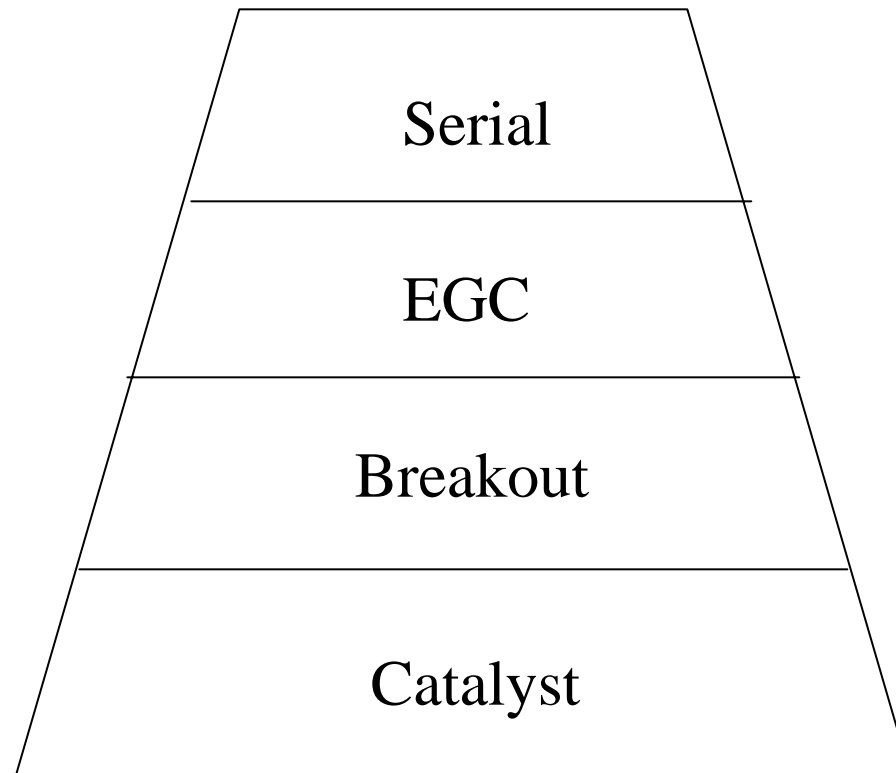
# Types of Entrepreneurial Talent



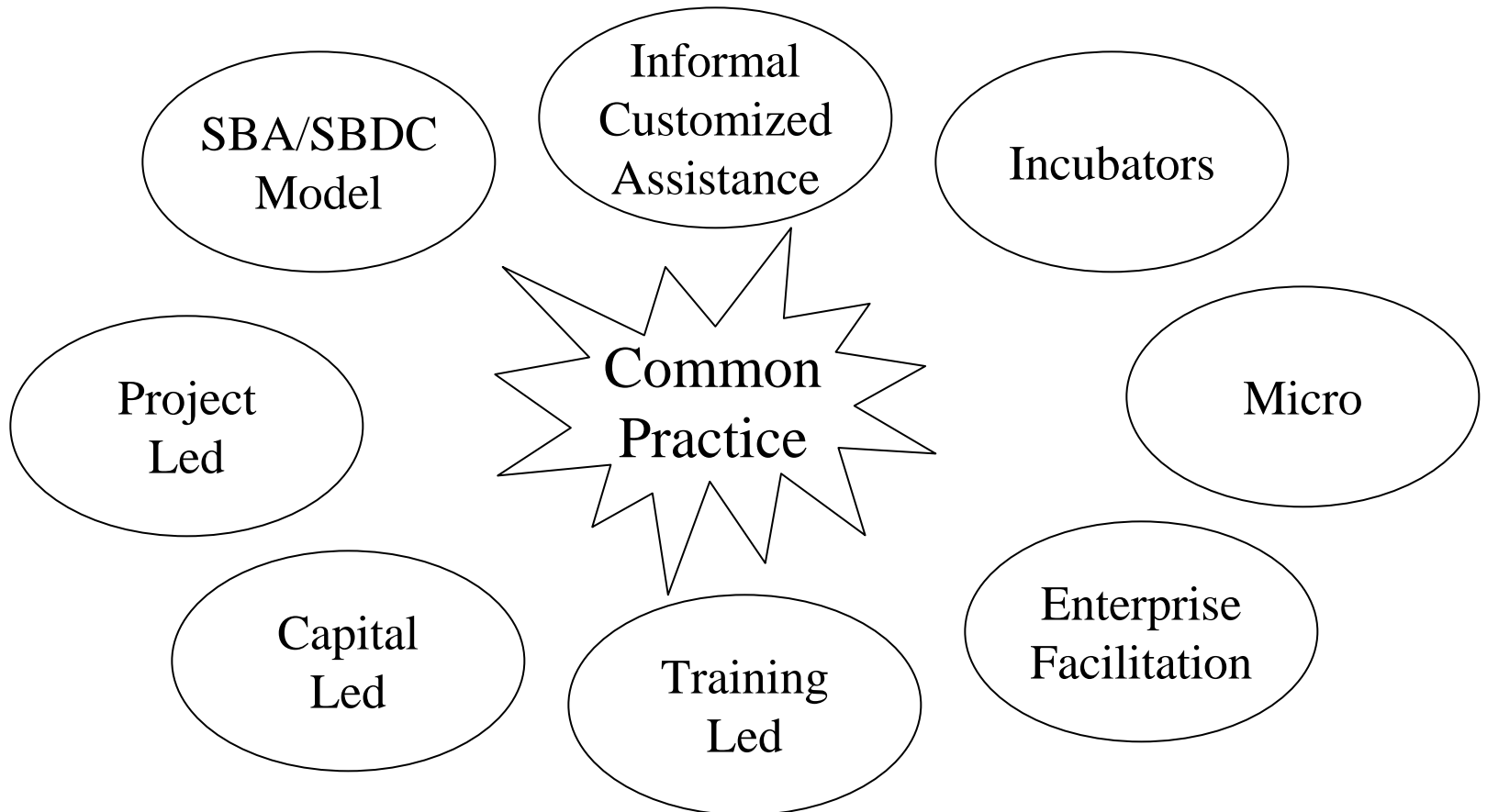
# Entrepreneurial Talent



# Growth Focus



# Many Forms



# Elements of the Practice

1. Entrepreneurial Focus
2. The Right Geography
3. Facilitator Driven Customized Approach
4. Creation of a Portfolio
5. Business Services
6. Local Resource Network
7. Systems Approach with Higher Order Services
8. Performance Driven
9. Robust Capitalization
10. Accountability



*Questions?*  
&  
*Discussion!*

# Part 2

## Outcome Measurement

- ✓ Criteria vs. Indicators
- ✓ Reach vs. Impact
- ✓ Capacity Building

# Long-Term Outcomes

- Wealth Creation
- Sustainability
- Smart Growth
- Constituency

# Long-Term Outcomes

Wealth Creation	<ul style="list-style-type: none"><li>↑Assets</li><li>↑Equity</li><li>↑Endowments</li><li>↑Giving</li></ul>
Sustainability	<ul style="list-style-type: none"><li>↑Business Diversity</li><li>↑Competitiveness</li><li>↑Local Ownership</li></ul>
Smart Growth	<ul style="list-style-type: none"><li>↑Sustainable Development</li><li>↑Fits Community</li><li>↑Minimizes Disruption</li></ul>
Constituency	<ul style="list-style-type: none"><li>↑Awareness</li><li>↑Engaged</li><li>↑Supportive</li></ul>

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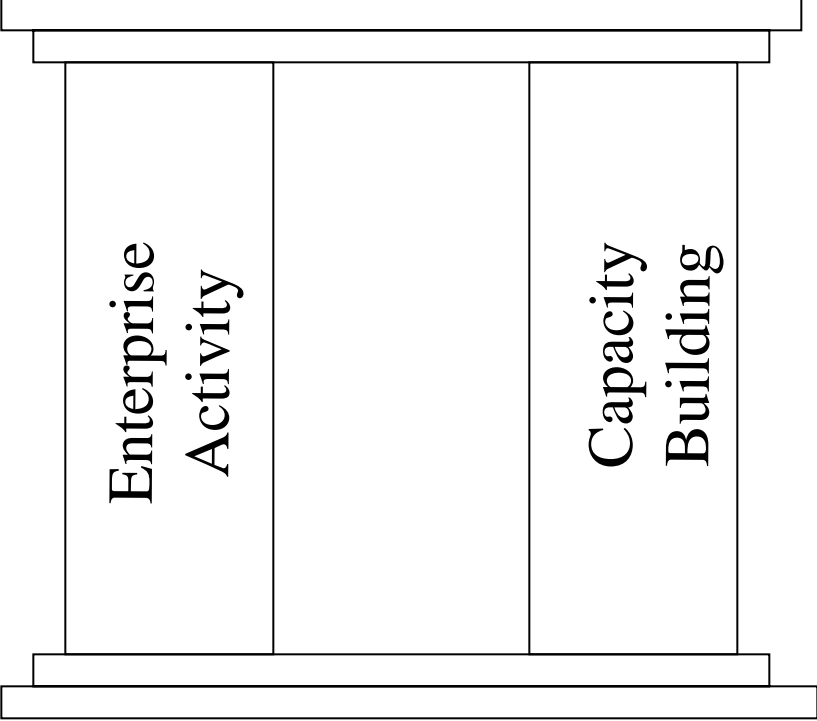
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# Medium-Term Outcomes



# Short-Term Outcomes



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# *Clarifying Questions?*

## Exercise

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Outline the possible outcome metrics for your project and be prepared to share back.

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*Share*

*Back!*

# Part 3

## Peer to Peer Learning Objectives

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Entrepreneurs generally identify each other as their best source of information!

## Exercise

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Alone or in your small group, identify  
(1) your personal and (2) your  
project's top three learning  
objectives.

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*Share*

*Back!*

# For More Information. . . .

- ✓ **Center for Rural Entrepreneurship –**  
<http://www.ruraleship.org>
- ✓ **Ewing Marion Kauffman Foundation –**  
<http://www.entreworld.org>
- ✓ **Rural Policy Research Institute (RUPRI) -**  
<http://www.rupri.org>
- ✓ **National Commission on Entrepreneurship (NCOE)**  
<http://www.ncoe.org>