

LAUNCH MY CITY **Entrepreneurs Wanted**

Build Entrepreneurs. Strengthen Your Community.

A Proven Recipe for Bringing New Entrepreneurship to the Underserved in Your Community.

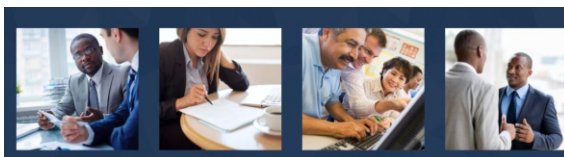
In many communities across the world, minorities and low income entrepreneurs lack the training and resources necessary to be successful. Rotary clubs and their community partners have been working together since 2013 to develop a sustainable model so cities like yours can kickstart their local economies and offer budding entrepreneurs access to capital and community support. In Detroit, Raleigh, and across the United States, Rotarians are building partnerships with community leaders and institutions to change lives through entrepreneurship. From barbeque sauce to cookies, from welders to web developers, our local entrepreneurs are getting the training, mentorship and support they need to build and grow their businesses.

**Learn How to Bring Entrepreneurship
to Underserved Communities Near You**



www.LaunchMyCity.org

Here is how you do it:



BUSINESS TRAINING MICRO-LOANS MENTORS NETWORKING

Here are the people you ask to help you:



Find Your 6 Community Partners:

 Education Partner	 Community Developer Partner	 Rotary Club Partner
 Finance Partner	 Mentor Partner	 City Partner

Eliminating Poverty by Empowering People

Business Training:

We recommend an 8 week online curriculum created by The Kauffman Foundation called Fasttrac "Planning the Entrepreneurial Venture". The program is virtually free requiring only a modest registration fee and is dynamic and relevant to today's entrepreneur. Students meet in a classroom once each week for 3 hours sharing ideas and enjoying small group interaction followed by 3-5 hours of home study each week. Your instructor would be trained by Kauffman and ideally have a successful background as an entrepreneur. This curriculum may not be available in some areas outside the US.

Mentors:

Studies demonstrate that a strong mentor-mentee relationship shortens the learning curve for success in a small business as mentors serve as a sounding board for new ideas and challenges. Mentees often ask for help to stay focused, learn to prioritize and turn action into habits. Mentor candidates can be Rotarians, business professionals, successful entrepreneurs or energetic retirees. Mentors are interviewed on the phone to help gauge business experience and temperament. Mentors should expect to listen 70% and speak only 30%! Group mentorship is a popular option as it brings together 4 entrepreneurs and 2 mentors every 2 weeks to share joys, problems, insights and accountabilities.

Loans:

Communities may choose to work with a local banking partner to offer a low interest microloan that ranges from \$1,000 - \$4,000. Cities in the United States are invited to partner with Kiva, an internet Crowd Source Funding Platform that offers 0% interest for loans up to \$10,000. Kiva not only handles all the loan processing but helps your borrowers learn to tell their story through a quality photograph and a compelling story.

Networking:

The goal is to provide a forum for students to continue to learn and to grow their business while surrounded by a network of people who can help them be successful. Your students will develop an important network between the students they befriend in the Launch class, their mentors, and local Rotarians. In the wider community Launch leaders should also connect students with monthly networking opportunities through the Chamber of Commerce, Coworking Spaces, Meetup Groups and free local events designed for the Entrepreneur.

For a template for how to build your own Launch Program visit: www.LaunchMyCity.org
For more information contact Matthew Kane, North Raleigh Rotary at mattkane@nc.rr.com

