



AT WINROCK INTERNATIONAL

# Fostering Entrepreneurship: How Rural Towns Can Support Small Businesses.

Chauncey Holloman Pettis, Arkansas Women's Business Center



# A Powerful Mission

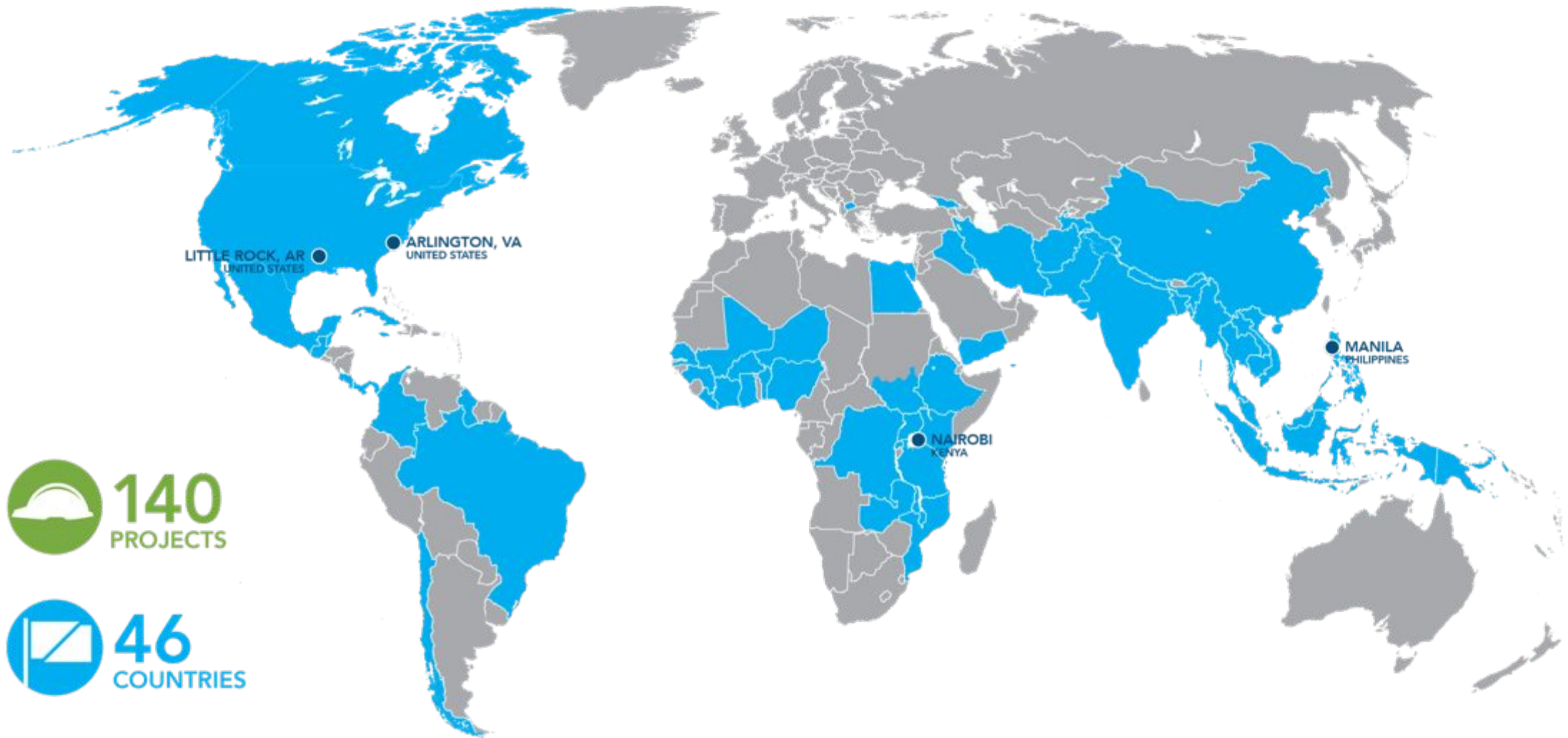
Winrock's mission is to **empower the disadvantaged, increase economic opportunity and sustain natural resources** across the globe.



Funded in part through a Cooperative Agreement  
with the U.S. Small Business Administration



# Our Global Reach



 **140**  
PROJECTS

 **46**  
COUNTRIES







1,455

CLIENTS SERVED



5,853

TRAINING AND  
COUNSELING HOURS

# AWBC STATS

## QUICK STATS



1,455

INDIVIDUALS  
SERVED



61

BUSINESS  
START UPS



ASSISTED BUSINESSES IN  
53 COUNTIES



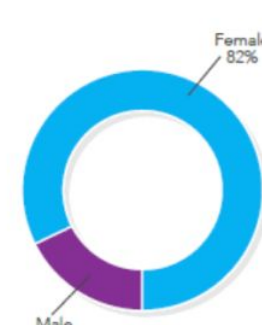
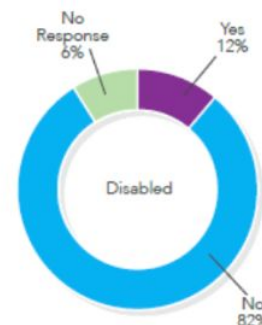
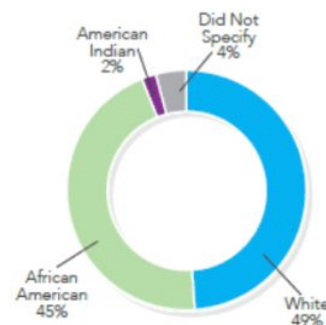
153

JOBS CREATED  
AND RETAINED



\$561,980

ACCESS TO  
CAPITAL







# Dangers to Rural Communities

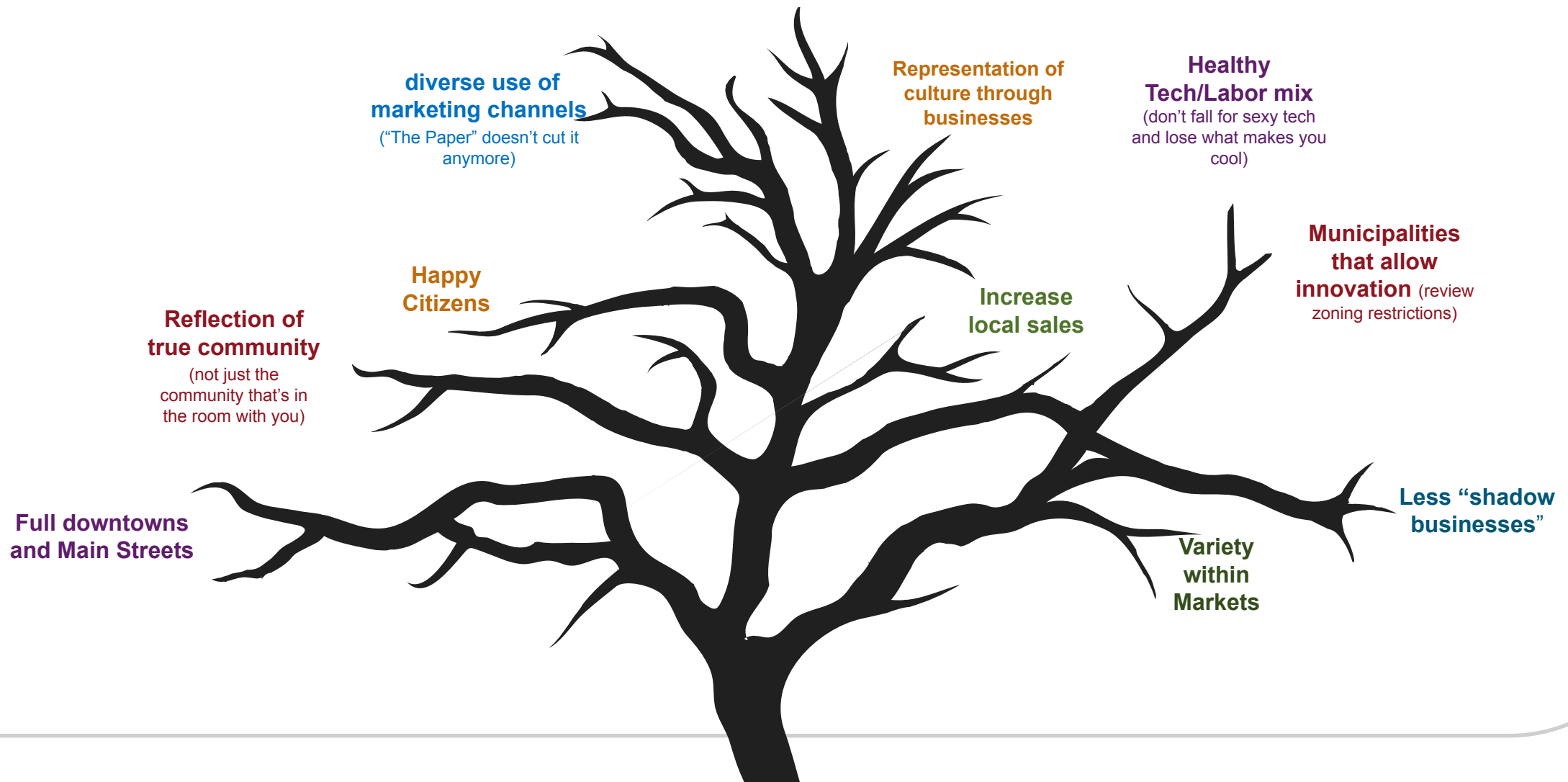
- Lack of Community Personality
- Jobs for Graduating Students
- Untapped Resources
- Imbalanced Problem/Solution Fit

Which all leads to **Rural Flight** but how do you stop it?



# What Does a Thriving Small Business Community Look Like?

## Thriving Small Business Community





# What Are the Roots to a Thriving Community?



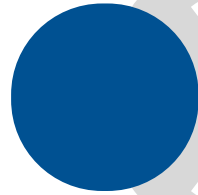


# How do we get there?

## **Start within your Power.**

Look at your procurement restrictions, zoning restrictions to small businesses.

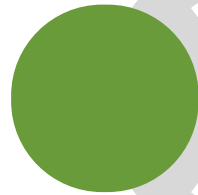
**STEP 1**



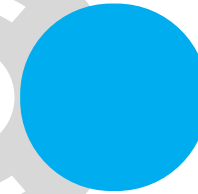
## **Listen to your entrepreneurs.**

It shouldn't be survival of the fittest but survival for the collective good.

**STEP 3**

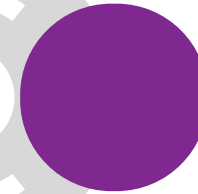


**STEP 2**



**Forge understandings with organizations in your entrepreneurial eco-system.**

**STEP 4**



**Start training young.**  
Entrepreneurs can be born but they can also be made.

















**SUPERIOR**  
HOUSE BREWS  
FLIGHTS  
STARTING AT \$7  
CROWLERS  
NEW \$20  
REFILL \$12  
BEER BATH  
18 BEERS - \$40  
SUNDAYS  
Casked & Caged \$10  
MERCH t-shirt \$15  
trucker cap \$12  
glasses \$10

**SUPERIOR BATHHOUSE**  
WORLD'S FIRST BEER BREWED WITH  
THERMAL SPRING WATER





 **SWEET MAMA T'S**  
"FOOD LIKE MAMA MAKES"  
615 E. Hillsboro | (870) 639 8073











# EDESS Project



Goal:



To Turn Concepts  
Into El Dorado  
Businesses



# AWBC Clients vs EDESS Participants

## EDESS Clients will receive:

1. (4)- **Face to face** training sessions.
2. Roughly 15 hours of **1-1 consulting** per participant.
3. Technical assistance **dollars**.
4. Acquire **legal status** secretary of state & city of El Dorado.
5. 6 months access to **LivePlan**.
6. Opportunity to pitch for private **start-up capital** through EDESS Pitch Event.

# EDESS Project

## What's the Selection Process?

1. Open application for El Dorado aspiring entrepreneur
2. Select 10 early-stage startups with five alternates (EDESS Committee)

## Who's Eligible?

3. Chosen applicants who complete a **Lean Canvas**
  - Including Customer 10 Discovery **Interviews**

## What Will They Accomplish?

4. Complete **1-Page Plan** using Live Plan
5. Complete **Business Plan** using Live Plan
6. File for El Dorado **Business License**
7. File Secretary of State Paperwork (**LLC, S-Corp, C-Corp**)
8. **Prep for Pitch** to EDESS Committee

\* All participants will compete for private startup capital at the EDESS Pitch Event

# EDESS Results

1. Train **10** Small Businesses on Startup Best Practices.
2. Estimated **15** hours in Consulting per Cohort Participant
3. Launch **10** New Small Business in the City of El Dorado.
4. Provide **1** Small Business Access to Private Startup Capital.
5. Continue **1-1** Consulting through the lifetime EDESS Small Businesses.



# Invest First So Your Entrepreneurs can Invest Back



## Inject Capital

Use municipal funds through procurement to intentional inject capital into small businesses that need it.



## Support Spaces

Work with entrepreneurial support organizations to create accelerators, and technical assistance to increase the capacity of your entrepreneurs



## Innovative Adjustments

Adjust what you can: municipally-owned properties, barriers for under-served entrepreneurs



ARKANSAS WOMEN'S  
BUSINESS CENTER

AT WINROCK INTERNATIONAL

# THANK YOU

**Chauncey Pettis**

[Chauncey.Pettis@winrock.org](mailto:Chauncey.Pettis@winrock.org)

Web: [www.winrock.org/project/awbc](http://www.winrock.org/project/awbc)



Arkansas Women's Business Center





## Chauncey Holloman Pettis



Chauncey.pettis@winrock.org



/presentername



Arkansas Women's Business Center

---

## winrock.org



[www.winrock.org/project/awbc](http://www.winrock.org/project/awbc)



Winrock Internatioal



/company/Winrock-International



winrock\_international