

# Nebraska Entrepreneurship Initiative

statewide entrepreneurial ecosystem that supports and builds businesses and communities for long-term economic growth of Nebraska.



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NEBRASKA BUSINESS  
DEVELOPMENT CENTER



**N**  
**EXTENSION**  
*Community Vitality Initiative*

## Nebraska SourceLink

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### Rural Nebraska:

Nebraska Extension, Connie Hancock

### Central Nebraska:

UNK Center for Entrepreneurship & Rural  
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### Omaha / Lincoln:

NBDC, Harold Sargus

### Funding:

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### Regional Food Systems:

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### Resource Partners:



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## Entrepreneurial Communities

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### Resource Advisors:



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## Strategy 1

# Develop a Statewide Network

To create, implement and sustain a statewide entrepreneurial ecosystem infrastructure that allows for ready and easy access to business development resources.

Goal is to implement all components of SourceLink in the future:

**The Resource Navigator:** allows entrepreneurs and small business owners to search the network for resources that fit their industry, business stage and challenge. Back-end administration allows for fast updates and complex reports to help inform entrepreneur usage by zip code, industry, business stage, assistance requested and much more.

**SiteConnex:** a robust blog engine, sophisticated calendar and easy-to-edit mobile friendly content management system, all of which will be customized to fit partner organization's desired look and feel. partners can be provided user accounts to add events and update their profile.

**Ecosystem Mapping:** process is to gather service providers together to identify available resources. This explores the uniqueness of Nebraska's entrepreneurial ecosystem, sets expectations for understanding the kinds of entrepreneurs and their needs, and is the starting point to building The Resource Navigator.

**Call Center or Hotline:** the foundation of linking resources to entrepreneurs. On-boarding staff will gather demographic data, needs assessments and make referrals to best-fit resources with entrepreneurs. Providing a no-cost referral service for individuals and business owners helps partners secure quick leads and valuable business owner information.

**Customer Relationship Management (CRM):** this comprehensive client management systems lets partners monitor and conduct surveys to help make fact-based program decisions. Entrepreneur successes can be showcased to share economic impact data with stakeholders. The software provides of 100 standard reports and supports customization.

[nebraska.edu/sourcelink](http://nebraska.edu/sourcelink)

## Strategy 2

# Create an Entrepreneurial Communities Program

To increase the capacity of local communities to focus entrepreneurial assets and resources that support and support entrepreneurial starts and growth.

Goal is to assist communities and regions to be successful in an evolving economic and social environment:

- 1. Increase Economic Opportunities - Prosperity.** Engage communities to address their entrepreneurial culture and increase economic opportunities that retain and attract human talent. This focus on community and regional economic development, through the lens of entrepreneurship, is the foundation for increasing necessary economic opportunity. Two additional statewide opportunities include:
  - Regional Foods System
  - Latino Businesses
- 2. Demographic Renewal - People.** Stabilizing and growing rural populations are foundational to local and regional economic vitality. For rural communities and regions to retain and attract human talent it is necessary to stabilize the economy and reverse decades of chronic and severe depopulation.
- 3. Quality of Life Placemaking - Place.** Building a stronger economy with greater economic opportunities is fundamental, but not sufficient. Communities must support "smart" quality of life placemaking to strengthen human talent retention and attraction.