

ENTREPRENEURSHIP IN RURAL COMMUNITIES



Strengthens Rural People, Places, & Economies in the Pacific Northwest

**Develop Networks of
Rural Leaders**

**Revitalize
Rural Economies**

**Elevate Rural Voices and
Priorities**

**Improve
Access to Resources**

www.rdiinc.org



Tremendous Thanks!



BEACON
BROADBAND



THE Ford Family
FOUNDATION



**MAIN STREET
AMERICA™**

Coordinating Program

OREGON MAIN STREET



RURAL DEVELOPMENT INITIATIVES



Workshop Series Overview

- Economic Vitality 101
- From Numbers to Action
- Business and Property Owner Engagement
- *Key Mindsets for Engagement
- Place Based Economy Building
- Fostering Innovative Communities
- **Entrepreneurship**
- Energy on Main
- Broadband and Resiliency



Group Norms

- Take care of your own needs
- Participate fully and respectfully
- Check assumptions and ask questions
- Lead with **curiosity** *in yourself and interactions with others*



Discussion

How open do you think your community is to trying new things?
Rate on a scale of 1-5.



Meet the Presenter



Brad Attig
Foundry Collective



An aerial photograph of a valley. In the foreground, there is a dense forest of green trees. The middle ground shows a large, open green field, possibly a golf course or a park, with some buildings and a road. In the background, there are rolling mountains under a bright sky with some clouds. The overall scene is peaceful and scenic.

How to support small businesses and entrepreneurs in your community

Brad Attig
Foundry Collective

Brad Attig



Nonprofit focused on helping rural communities embrace innovation, accelerate entrepreneurship, and create economic opportunity through local partner organizations.

Refresh From Last Month



What Rural Entrepreneurs Face

Kaufman Center - Rural Entrepreneurship Initiative

- A culture that does not support entrepreneurship
- Enough demand to justify support services
- Absence of other entrepreneurs
- Distance to market and services
- Gap in capital availability
- Absence of industry clusters

What Can We Change?

1. **Make entrepreneurship cool**
 - a. The social legitimacy of entrepreneurship is critical for both the formation of entrepreneurial intentions and the translation of intentions into behaviors in a region
2. **Community engagement**
 - a. Entrepreneurship is positively linked to cultures that support “Individual initiative and some amount of positive risk-taking”
3. **Entrepreneurial leadership development**
 - a. Leadership in rural entrepreneurial ecosystems is typically the stimulus required to drive the establishment and growth of the ecosystem

Needs Change When You Grow

Concept and Launch	Growth and Scaling	Success and Profitability
Curriculum/ Education Mentorship	Mentorship Funding Market Access	Funding Subject Experts



Local Innovation Hubs

Place-based hubs in small and rural communities can...

- Positively impact community and economic development
- Spur community innovation and entrepreneurship
- Provide resources to launch and grow small businesses
- If and only if they are...

Visible ~ Accessible ~ Sustainable ~ Community supported ~ Inclusive

“Non Traditional Centers” Help Foster

- Higher startup success rates
- Above average job creation and job quality
- Increased capital flow
- Greater diversity of underserved founders

The community will experience

- Increase in entrepreneurial density, diversity, fluidity and connectivity

Maupin Works - Maupin



Strategy Lounge - Reedsport



THE STRATEGY LOUNGE
A PLACE TO LEARN, A PLACE TO BE

Presents

STRATEGY SESSIONS

Jill Nelson Customer Experience Series
Scaling Customer Experience

Keeping the personal touch alive, even as you grow: This series focuses on implementing systems and tools that delight customers and save you money at the same time.

Wednesday, September 20th
5:30 pm - 7:00 pm
The Strategy Lounge in Reedsport
(454 Fir Avenue, Downtown)



1899 Foundry - Burns



Launch Pad Baker – Baker City



Attracting Interest & Growing Your Visibility
19 Ways Your Startup or Small Business Can Get Traction

May 2- 5:30 to 7:00 PM
@ Launch Pad Baker

Launch Pad Baker

FOUNDRY COLLECTIVE

NEO EDD
Northwest Oregon Economic Development District
GROWING BUSINESSES • STRENGTHENING COMMUNITIES

A stylized graphic of a road curving to the right, with a car's front end visible on the right side, set against an orange background. The road is depicted with a blue and white gradient, suggesting motion and speed. The car is a dark color, possibly black or dark blue, and is shown from a front-quarter perspective. The overall design is clean and modern, with a strong emphasis on the orange color.

What Value Does a Hub Add?

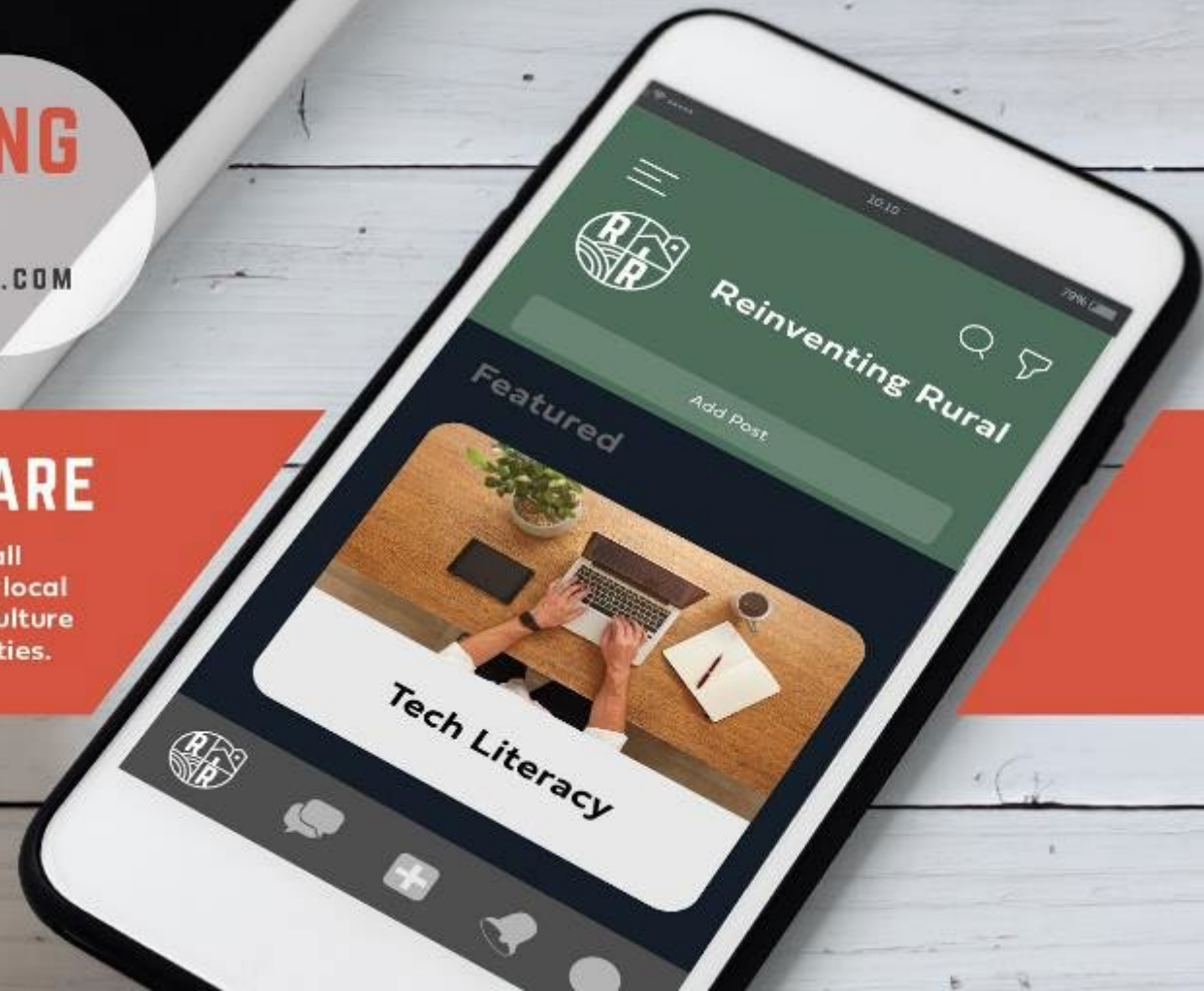
- Fosters Economic Development
- Supports Startups and Enables Endeavors to Scale
- Uncovers Hidden Resources
- Creates Funding Connections
- Encourages Community Development
- Enhances Business Visibility
- Improves Tourism and Relocation Attractiveness
- Retains Local Talent

Online Innovation Centers



CONNECT - LEARN - SHARE

An online community helping startups and small businesses embrace innovation to transform their local economy without compromising the unique rural culture and the distinct characteristics of their communities.



Connections & Curriculum Matter

Reinventing Rural is an online hub connecting all our small and rural communities...

- Multiple Groups (open, private, and even secret)
- Topics, articles, blogs, and more
- Connection to trusted advisors and mentors
- Live events, workshops, courses, conferences
- Chat & Messaging

www.community.reinventingrural.com

Help Starters Learn

Create a culture of
confidence

Curriculum

Mentorship (Trusted Guidance)



CO.STARTERS®

Create a Culture of Locally Supported Innovation and
Small Business Success

Let Reinvesting Rural help you bring the magic of CO.STARTERS to your rural town.

DOWNLOAD THE 2020 CO.STARTERS IMPACT REPORT

CORE PROGRAM REBUILD TESTIMONIALS

Proven programs to create lasting entrepreneur
communities

<https://www.reinventingrural.com/costarters/>

Help Starters Learn

Help
entrepreneurs
go from idea to
launch in 10
sessions



Help Starters Learn

A four-part intensive that provides new entrepreneurs with the business basics



REINVENTING RURAL

CC STARTERS®
BOOTCAMP™

DISCOVER PROMOTE BUILD LAUNCH

? ♥ \$

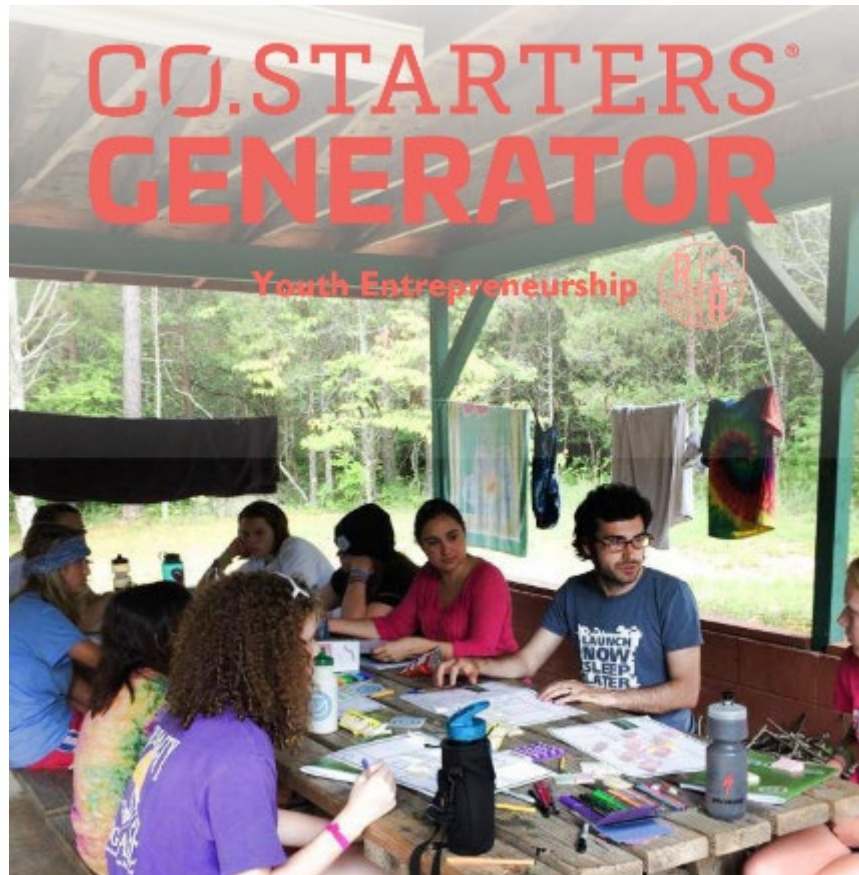
Learn More Here!

Work collaboratively with peers to strategize, problem solve, and apply business basics while you learn concrete tools to launch your idea!

QR code

The graphic is a blue rectangular poster. At the top right is the 'REINVENTING RURAL' logo, which consists of a circular icon with a stylized 'R' and 'R' and the text 'REINVENTING RURAL' to its right. Below this is the text 'CC STARTERS®' in a smaller font, followed by 'BOOTCAMP™' in a large, bold, white font. Underneath 'BOOTCAMP' are four white rectangular boxes containing the words 'DISCOVER', 'PROMOTE', 'BUILD', and 'LAUNCH' in blue capital letters. Below these boxes is a row of four colored squares: a green square with a white question mark, a light blue square with a white heart, a dark blue square with a white dollar sign, and a yellow square with a white cube. To the right of these squares is the text 'Learn More Here!' in white, followed by a white downward-pointing chevron. Below the chevron is a QR code with a yellow border. At the bottom of the poster is a white italicized sentence: 'Work collaboratively with peers to strategize, problem solve, and apply business basics while you learn concrete tools to launch your idea!'.

Help Starters Learn



CO.STARTERS GENERATOR

What Students Get

- ✓ Pride in having done something real and meaningful
- ✓ Excitement in exploring their passions
- ✓ A sense of ownership of the process
- ✓ More confidence & skills
- ✓ A deeper understanding of how to create a sustainable endeavor
- ✓ A process for figuring out whether or not an idea is good and how to change it to make it work
- ✓ The ability to articulate how their ideas work
- ✓ The next steps needed to move forward

Homegrown talent is the best bet for growing your local economy.

Meet CO.STARTERS. We can help you equip your community's small businesses with everything they need to start & thrive.

We train your local team to run programs that help entrepreneurs. And we support them along the way.



COMMUNITY STORIES

How Reinventing Rural Is Establishing Ecosystems in Unlikely Places

With the help of statewide partners and CO.STARTERS programs, Reinventing Rural is proving that entrepreneurial communities can thrive even in the smallest, most rural towns.



RURAL OREGON



"The CO.STARTERS curriculum is what we need, both to establish strong Main Streets and to support our small rural communities."

-Brad Attig

Founder and Director of Reinventing Rural

www.costarters.co/post/how-reinventing-rural-is-establishing-ecosystems-in-unlikely-places

Help Starters Plan



BUILDING YOUR BUSINESS
Workshop Series

 **IdeaBuddy**

Wednesday Rewind
<https://bit.ly/3PFccFh>

Getting Started with IdeaBuddy led by RR Ambassador, Alberto Flores

 **REINVENTING RURAL**  **FOUNDRY COLLECTIVE**  **business oregon.**

Bring your business idea to life

Design a business model.
Develop and test your idea.
Make financial projections.
Build a business plan.

Get started for free



IdeaBuddy

Let's bring this idea to life!
Select how you want to work on it

Idea Plan
One-page business canvas

Financial Plan
 hassle-free financial planning

Business Plan
Modern business plan for startups

Idea Score
Test your idea to assess its viability

Capterra
Emily A.
Artist | CEO
"IdeaBuddy is all the tools I need in one place for my business scope and plan"



Technology **Fast 50**
2020 CENTRAL EUROPE
Deloitte.



Trusted by more than
20,000 entrepreneurs

Do you have a 
brilliant business idea?

Have a brand-new
idea? Start here.



 **Idea Plan**

 Business Guide

 Financial Plan

 Idea Validation

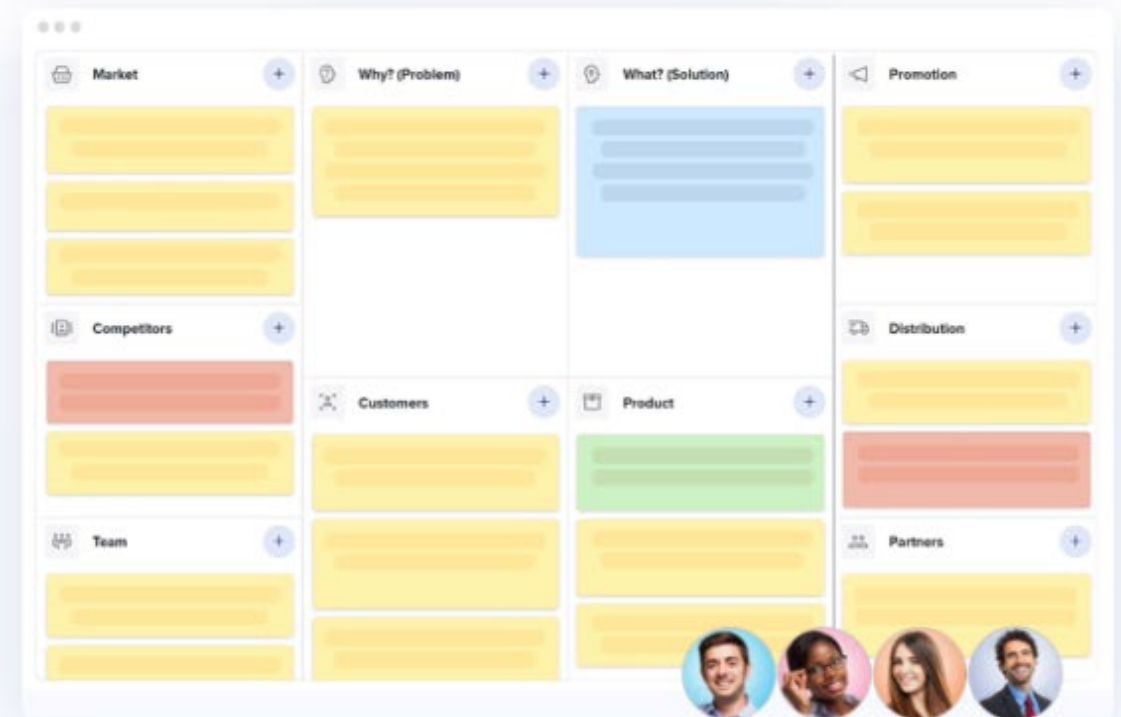
 Business Plan

Design a business model on a single page

If your idea is in its early stages, and you need to quickly visualize and structure your business model, Idea Plan is the ideal starting point for you.

- ✔ Outline the building blocks of your idea
- ✔ Brainstorm your business objectives
- ✔ Get inspired by our pre-loaded canvases

[Learn more](#) →



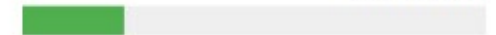
Help Starters Access Capital

10 KivaUS
Loans
\$63,000 in 0%
interest, 0\$ fee
capital



Paying back
22% repaid

\$1,944.44 to go



Total loan: \$2,500

Powered by 53 lenders

Joshua

Beyond The Lens Photography



La Grande, OR, United States / Services

Find a new loan

A loan helped a photography studio buy upgraded camera equipment for higher quality service.





KARIN IN UNITED STATES

\$0.69 REPAID THIS MONTH

25% REPAID (\$6.25 OUT OF \$25.00)

You're helping Karin to A small-town Montessori school hire help and upgrade materials to better serve families.



BRITNEY IN UNITED STATES

\$0.69 REPAID THIS MONTH

25% REPAID (\$6.25 OUT OF \$25.00)

You're helping Brittney to an Oregon childrens clothing boutique purchase inventory and display racks.



NOELIE IN UNITED STATES

\$1.04 REPAID THIS MONTH

38% REPAID (\$9.38 OUT OF \$25.00)

You're helping Noelie to Depoe Bay woman fulfill her dreams and brings a service that is very needed.



AMY IN UNITED STATES

\$1.39 REPAID THIS MONTH

8% REPAID (\$4.17 OUT OF \$50.00)

You're helping Amy to open an ice cream and candy shop on the Oregon Coast.

Trustee: Reinventing Rural

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Overview

Why are you interested in becoming a Trustee?

Helping rural starters and small business owners access the capital they need to launch and grow is an important aspect of the work we do.

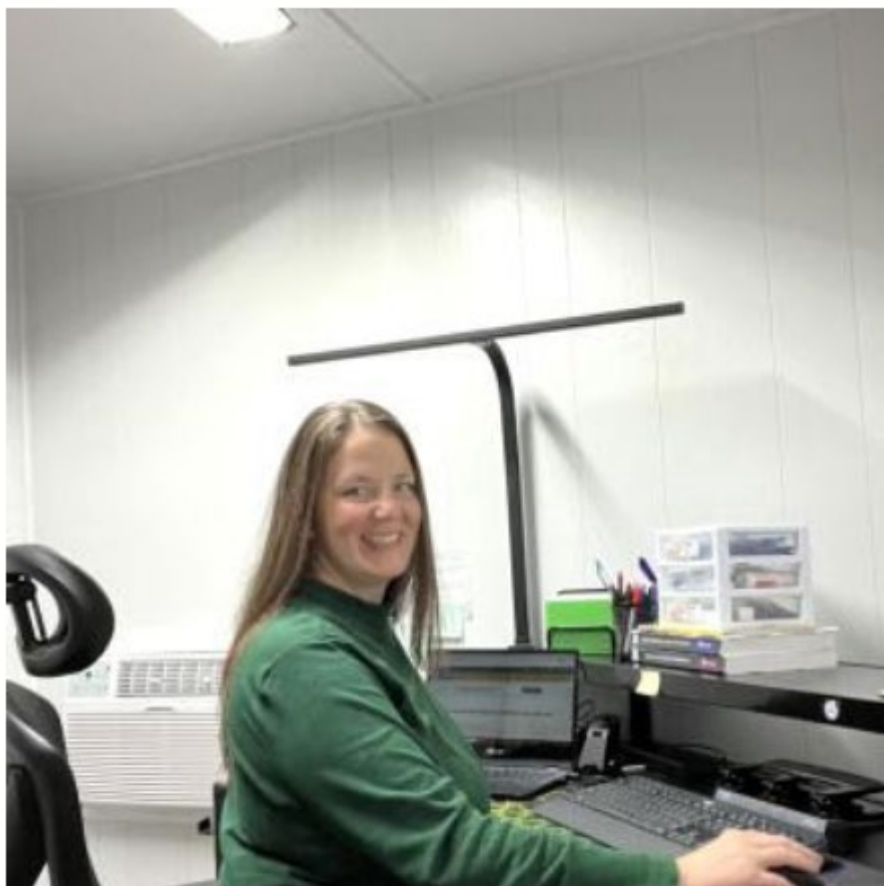
What is the mission of your organization?

Reinventing Rural is an online community and service provider focused on helping rural communities in Oregon and the Pacific Northwest embrace their rugged culture of innovation and entrepreneurship through supporting the launch and growth of rural small businesses.

Borrower Due Diligence

How will you decide who to endorse as a borrower? What due diligence will you conduct?

We are partners with both CO.STARTERS and IdeaBuddy. CO.STARTERS offers a 10-week program to help ensure the success of startups and IdeaBuddy is an online business planning tool to assist starters and small businesses to develop business models, test ideas, make financial projections, and build business plans. We would expect borrowers to be using these resources as well as working with our Reinventing Rural ambassadors and other business consultants we partner with.



BROOKE IN UNITED STATES

\$1.39 REPAID THIS MONTH

11% REPAID (\$2.78 OUT OF \$25.00)

You're helping Brooke to a woman-owned business purchase regulatory compliant hardware/software necessary to serve her local community.

Building Your Business Watch Parties

BUILDING YOUR BUSINESS

Workshop Series



OCT. 10TH | 9-11AM
Search Engine
Optimization 101
with Justin Deedon



BUILDING YOUR BUSINESS

Workshop Series



OCT. 24TH | 9-11AM
Square & Squarespace
for Food & Service-
Based Businesses
w/ Lili Salazar & Tori Cox



BUILDING YOUR BUSINESS


Workshop Series



OCT. 17TH | 9-11AM
Creating a Business
for Good & a Profit
with Tom Hering



Create More Starter Capacity



The Mezzanine

The Mezzanine at the Chamber
@TheMezzanineatthechamber · Shopping & retail

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Let us know how we can help.

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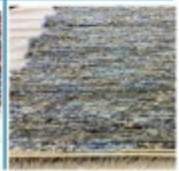
Lovelight Herb Farm

SHOP LOVELIGHT HERB FARM



J-Craft Art

SHOP J-CRAFT ART



Fern Ridge Weavers

SHOP FERN RIDGE WEAVERS



Knotworks by Hart

SHOP KNOTWORKS BY HART



Fable Fields

SHOP FABLE FIELDS



Aida Food Company

SHOP AIDA FOOD COMPANY



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◁ ○ ▷

Shop For

More categories



Mary Davis Kama



Tony & Jill Schmidt - Artists/Crafters



Sally Deane-Walker Harney County Apparel and Accessories



Colony Books Guide Services



Jenni Kama



Jana Paris



Tananáwit

A Community of Warm Springs Artists

FEATURED COLLECTION- ELLEN TAYLOR



Masks
\$20.00



Cayuse Woman
\$52.00



Plateau Man
\$52.00

SOLD OUT

Starter Impact 2022-23

25

PROGRAMS

17

COUNTIES

23

CITIES

206

INDIVIDUALS

COUNTIES

Benton, Coos, Gilliam, Harney, Jefferson, Josephine, Lane, Lincoln, Malheur, Morrow, Polk, Sherman, Tillamook, Union, Wallowa, Wasco, and Wheeler.

CITIES

Arlington, Burns, Condon, Corvallis, Dallas, Elgin, Enterprise, Heppner, Joseph, Kerby, La Grande, Maupin, Myrtle Point, Ontario, Fossil, Tillamook, Union, Veneta, Wallowa, Wasco, Warm Springs, and Yachats.

Starter Impact 2022-23

ETHNICITY

Latin/Hispanic: 7%

White: 91%

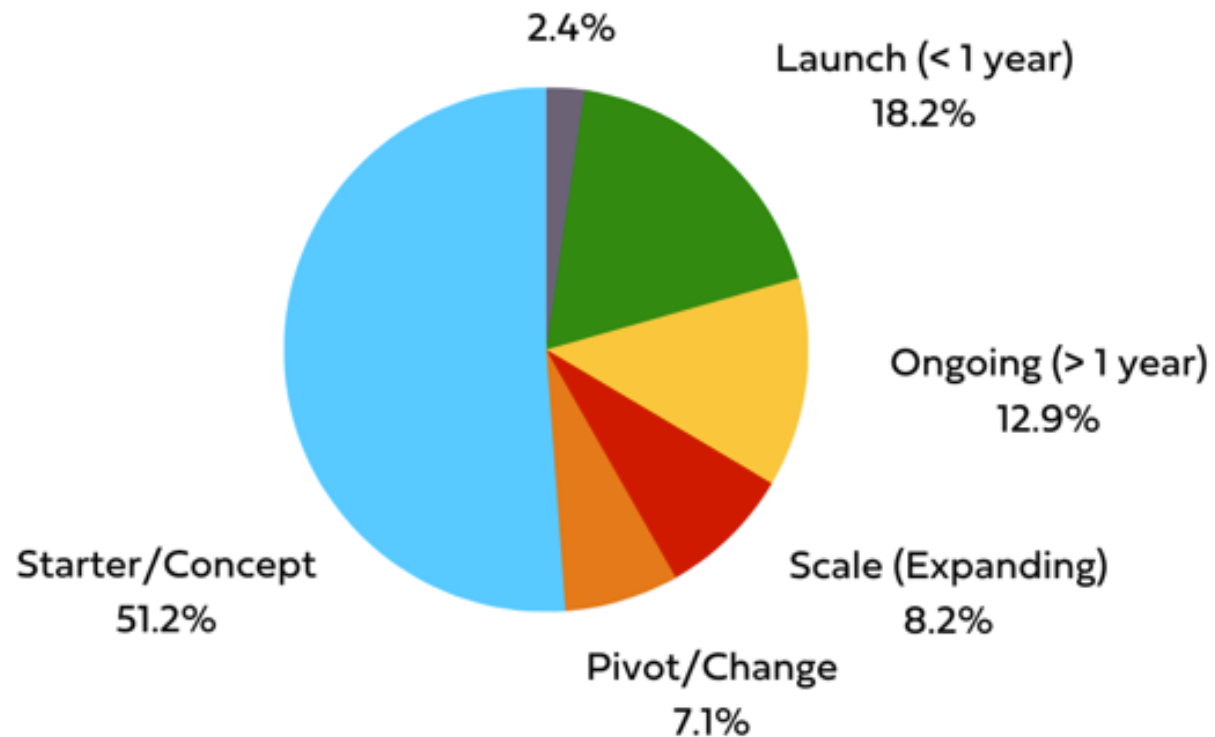
Tribal: 2%

GENDER

Men: 22%

Women: 78%

Stage at Enrollment



Partners



EWING MARION
KAUFFMAN
FOUNDATION



THE Ford Family
FOUNDATION



Active Community Partners





We're here to help so please shoot us an email

brad@foundrycollective.org

bret@foundrycollective.org

ani@foundrycollective.org (Spanish language)

Wrap Up & Reflection



Reflection

What's something new that you learned about today that you would like to try?

What's Next



- Hub check-ins (Jan)
- Energy on Main (Feb)
- Broadband and Resiliency (Mar)

Thank You!

Be extraordinary. Take responsibility.

Honor yourself and others.

Be authentic. Embrace change.

Create and explore. Be influential.

Care and collaborate.

