



INCLUSIVE ENTREPRENEURSHIP*

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OVERVIEW

- Overview of NYMWP Entrepreneurship Projects
- StartUP NY #1 & #2 -Overview and Results Achieved
- Core Principles and Concepts: Inclusive Entrepreneurship
- Exercises – Stage I
- Partners – Who do you need and why?
- Outcome Milestones and Indicators
- Sustainability
- Discussion, Q&A, Next Steps



“INCLUSIVE ENTREPRENEURSHIP™”

A strategy and process for assisting people with diverse disabilities to become entrepreneurs through

- business planning training
- use of customized business development goal and support planning
- access to financial resources
- utilizing the resources of diverse public and private partners working within
 - a consensus-driven
 - collaborative framework

Syracuse University
Burton Blatt Institute/Whitman School of Management
2009



WHO ARE ENTREPRENEURS?

“Entrepreneurs are innovative, opportunity-oriented, resourceful, value-creating change agents”

Dees, Economy, 2001



START-UP NY

A 3-YEAR ONONDAGA COUNTY LED INITIATIVE

- FUNDED BY THE US DEPARTMENT OF LABOR OFFICE OF DISABILITY EMPLOYMENT POLICY
- MANAGED BY SU BURTON BLATT INSTITUTE WITH THE WHITMAN SCHOOL OF MANAGEMENT, ONONDAGA SBDC AND OTHER PARTNERS



- Purpose: test and evaluate models that help people with disabilities become self-employed
- 3 year project goal: 150 people receive training & approx. 30 start their own businesses
- <http://whitman.syr.edu/eee/startupny/home.htm>



3.5 YEAR OUTCOMES

- 209 people enrolled/received business training
- 151 people currently enrolled
- 64 businesses registered
- 47 businesses operated
- Financial Literacy Classes
- Benefits Planning Assistance
- 51 IDA enrollees through Credit Union with foundation matching \$\$
- Inclusive Entrepreneurship Course at Whitman through Kauffman Grant
- StartUP #2 with Hunter College and Columbia SBDC -12 enrolled since 6/10
- Onondaga SBDC Manual for counselors



ECONOMIC SELF-SUFFICIENCY STRATEGY START-UP NY

Start-UP Self-Employment Business Planning

- *Develop a viable business plan*
- *Develop viable financial plan*
- *Address personal income goals*

Financial Literacy and Asset Development

- *Manage personal finances*
- *EITC, Child care, other tax credits*
- *Skills for saving, investing, asset accumulation*
- *Tax prep resources*

Economic Self-Sufficiency

Leverage New Resources

- *Individual Development Accounts*
- *WIA training resources*
- *Transportation vouchers*
- *Micro-enterprise loans*
- *State Vocational Rehab grants*

Work Incentives Planning

- *PASS*
- *SSI/SSDI work incentives*
- *PESS*
- *HUD income disregards*
- *Ongoing benefits planning*



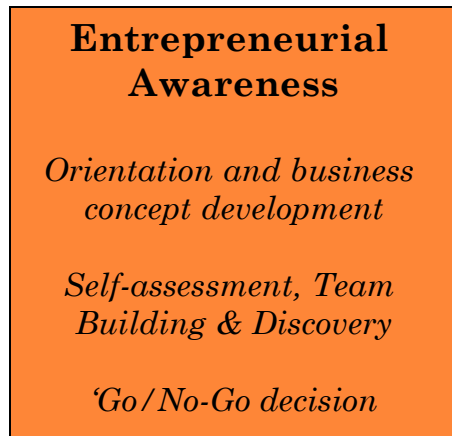
SOME QUESTIONS RE: ENTREPRENEURSHIP

- What individual characteristics might help a person with a disability become a successful entrepreneur?
- What gets in their way?
- What staff credentials or capabilities are needed to help people with disabilities become successful entrepreneurs?

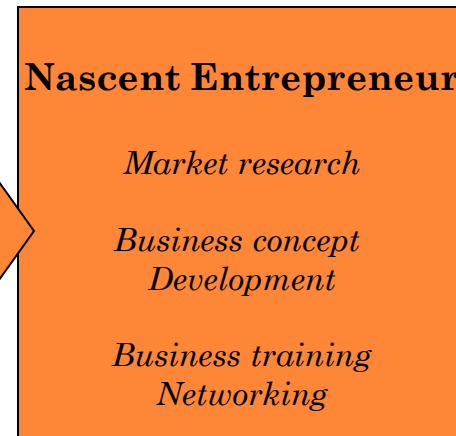


'4 STAGE INCLUSIVE ENTREPRENEURSHIP™ CURRICULUM'

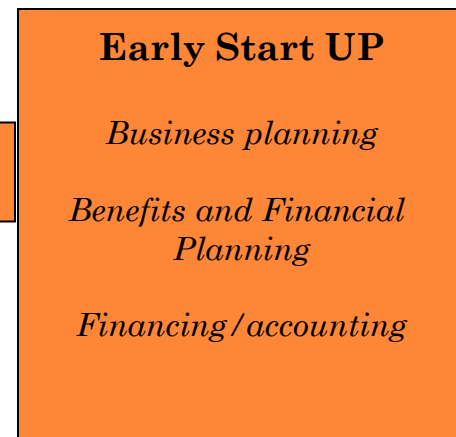
STAGE I



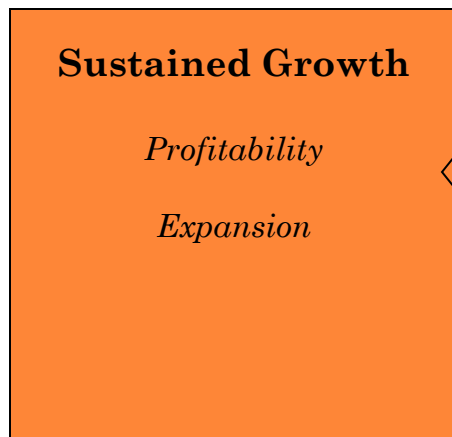
STAGE II



STAGE III



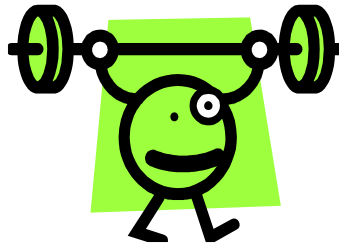
STAGE IV



EXAMPLE: INDIVIDUAL ENTREPRENEURSHIP DISCOVERY 'MAP'



**Life History
Experiences
Dreams**



**Skills
Strengths
Gifts
Supports**



**What Works
What Doesn't**



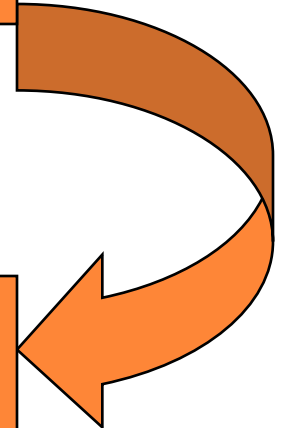
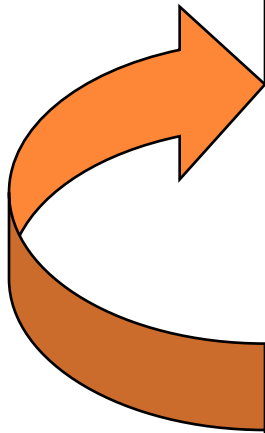
**Plan Next Steps
Gather Info
Decide**



**Possible Resources
for
Business Support &
Accommodations**



**Possible
Business
Options**



WHAT IS “DISCOVERY”?

- Discovery=supported self-assessment
- A personal inventory of preferences, skills and needed supports advancing an entrepreneurship goal
- A ‘point in time’ snapshot that can be revisited and changed over time based upon your experiences in starting and operating your business
- Different than traditional assessment-it does not begin by evaluating the business plan, but by developing a personal inventory and business feasibility



DISCOVERY ASKS QUESTIONS LIKE THESE..

- **Life history:** *Describe some events in your life that led you to choose entrepreneurship*
- **Skills, education, experience & strengths:** *List all that will help you become a successful entrepreneur*
- **Gifts:** *What personal talents will contribute to your success as an entrepreneur?*
- **What works/Doesn't:** *Personal characteristics and habits that either help or hinder your success as an entrepreneur*
- **Who can Help:** *List those in your life that you can count on to help you as an entrepreneur – what specifically can each person do?*



COMPARISON TO PRESENT EXPERIENCE

- What entrepreneurship assessment tools do you use now?
- How effective are they in:
 - Helping the prospective entrepreneur develop or refine a business concept?
 - Developing a feasible and viable business plan?
- Providing the counselor with enough information to assess feasibility, viability and/or a funding decision?



WHAT DO WE MEAN BY 'BUSINESS CONCEPT'?

- Survival and growth of ventures are dependent upon having a business concept that is
 - clearly defined and
 - “relatively” unique
- The concept is concerned with the
 - essence of the business
 - the value it creates
 - the benefits it delivers to a customer.



BUSINESS CONCEPT

Key areas to examine in a business concept include:

- The basic product or service being offered
- How the business makes its money (e.g., low service being offered margin/high volume)
- The complete product/service mix
- Core attributes or benefits of the product or service
- Packaging
- Sources of value being created for customers
- Branding
- Unique aspects of pricing, sales or distribution that, in effect, define the business
- Sources of differentiation
- Location



OPPORTUNITY

Great business concepts and “quality” products still fail in the marketplace (or generate anemic returns), simply because there is no opportunity.

Opportunity revolves around having customers, clients, users of the products or services provided.

The other key component is that the customers, clients, users will pay enough in order for the business or organization to be profitable.



OPPORTUNITY

Major opportunity concerns include:

- Forces creating the opportunity
- Key success factors to capitalize upon opportunity
- Definition of the target market
- Barriers to entry
- Competitor shortcomings or strengths
- Size and growth potential of the market
- Profit opportunity
- Fit between opportunity and concept
- Window of opportunity
- Customer loyalties to competitors and switching costs



4 STAGE OUTCOME INDICATORS

(See handout)

- Clear Business Idea?
- Support Team?
- Work Incentives Planning?
- Networking with Mentors?
- Entrepreneurial Growth Strategy?
- Business Feasibility?
- Business Plan?
- Sustainability Plan?



PARTNERSHIPS AND OTHER RESOURCES

- For individuals and for organizations you should consider what business resources and partners you need to develop, including but not limited to:
- **Business Planning:** EAPs, SBDCs, Colleges/universities
- **Financing:** Grants, loans, foundations, leveraged investment sources, IDAs
- **Technical Expertise:** SCORE, Chambers of Commerce, Trade Associations,
- **Assistive Technology/Accommodations:** DBTACs, One Stops, ILCs



EXERCISE: ID AND RATE THE PARTNERS!

Who are your partners?

- Make a list to include, but not be limited to:
 - State disability services agencies
 - Business development
 - Business counseling
 - Consumer advocates
 - Financial institutions
 - Who else???

Are they:

- 1) Already on Board,
- 2) Needed but not yet on board
- 3) What do/can they provide?



RECOGNIZING AND ADDRESSING OBSTACLES THAT CAN AFFECT BUSINESS SUSTAINABILITY

- **Obstacles that affect business success can include:**
 - Family circumstances (like change in marital status, having a child, etc)
 - Impact of disability
 - Change in living situation
 - Medication effects
 - Change in financial situation
 - Skills gap
 - Financial resource gap
 - Business plan-dynamic or static?
 - Other?
- **Some Tools: Identify and use a support team**
 - Other people with disabilities that have started their own businesses
 - Business and financial mentors to provide business-related advice
 - Other personal counseling/support



EXAMPLE OF A DELIVERABLE AND PROCESS

Deliverable 1: Discover market trends and create a competitive advantage

Milestone 1: Complete a report that identifies potential growth areas that a prospective entrepreneur (or organization) can target

Activities:

- Obtain Info from Interviews/date due
(Major questions: Who and why?)
- Obtain Info from Web research/date due
(Major questions: Where and why?)
- Obtain Info from Lit research/date due
(Major questions What and why?)
- Write Comparative analysis
 - Are we competitive now
 - What gaps need to be filled to become competitive/date due
- Write Summary of major growth areas achievable
 - next 90 days
 - 180 days
 - 1 year



REPLICATION: KEY COMPONENTS TO CONSIDER

- Articulate the mission and vision
- Map resources, barriers, and facilitators
- Develop a sustainable model
- Help prospective entrepreneurs with disabilities build economic self-sufficiency
- Sustain and Replicate the Effort



QUESTIONS AND ANSWERS?

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Thanks and Good Luck!

