U.S.SourceLink

Partnerships that grow communities
Where do I go?

Home-based
Lifestyle
Manufacturing
Bio-tech
High-tech
Woman owned
Minority owned
Low-income
High-income

Planning
Capital/Loan
New Markets
Tech. Transfer
Permits
Office Space
Legal Services
Mentoring
Needs of the Business

“No one wants to help start-ups”

“I’m not a start-up, my needs are different”

“I don’t have time to hunt for resources, I need help the just in time way”
Needs of the Service Provider

“I have too many walk-ins that don’t fit my profile”

“I can’t find the good clients”

“I have very limited funds for marketing”
The Issue

• Fragmented support community
• No clear path for the business owner/entrepreneur
• No one provider could help any one client with EVERYTHING
Partnerships Required

“A large number of public and private organizations are involved in both the innovation pipeline and in the entrepreneurship network. Today these organizations largely operate independently. Tomorrow, they must work more in concert.”

Southern Minnesota’s Economic Future, May, 2009
Our mission is to help small business grow and prosper in regions across the country by creating collaborative networks that provide business owners easy access to needed services.
The Market

- Entrepreneurs
- Service providers
- Funders
For Entrepreneurs

*Easy access to needed services*

- Gather information about the business
- Research available resources
- Direct the business to the appropriate organization(s)
- Follow up to assure service and satisfaction
For Service Providers

- Raise community awareness of services
- Educate partners and the community on network services
- Identify gaps in services
- Increase funding
- Measure economic impact
For Funders

*Consolidated view of the entrepreneurial community, its needs and resources*

- Identification of gaps in services
- Increased ROI—SourceLink markets and promotes the business development services they fund
- Measurement of economic impact
Basic Components

• Resource Partnerships
• Hotline Assessments
• Collaborative Technology
• Feedback loop to measure satisfaction and impact
Partnerships

Kinnee Tilly
Vice president, business retention, expansion and small business,
Facilitated Collaborations

- **KCSourceLink**
  - One KC for Women was created as an alliance of diverse partners supporting women across the region
  - Five organizations partnered to return a microloan program to Kansas City
  - $1.8 million Jobs and Innovation Accelerator Challenge grant
  - $600K Whiteboard to Boardroom NSF grant
  - Incubator monthly meetings and collaboration
6 million people
400 partners
Partnership with
- Missouri Technology Corp
- UMKC
- SBDC
- UM Extension
Alaska SourceLink

700,000 people
150 resource partners
Collaborative initiative of 16 ED organizations
Hosted by University of Alaska
Funded by Denali Commission

University Economic Development Association Excellence in Partnership Award
Network Kansas

2 million people
450 resource partners
Partnership with
Fort Hayes State University
Wichita State University
Funded by State of Kansas
Hotline

Client Assessments
Can't find what you're looking for? **Ask our experts!**

Search results for: **Tax Services / State Tax Credit Information**

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<th>Service Provider</th>
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Website Platform

- Partners can post
- Online payments
- RSS feed

Provides a comprehensive list of all training in the community
Measuring Success

Resource partner surveys say KCSourceLink has:

– Raised awareness of network services resulting in more clients accessing programs and services
– Increased organizational productivity
– Created better avenues for getting entrepreneurs to the right resource
Measuring Success

What Did They Do With the Information?

- Decided to go into business: 24%
- Solved a specific operational problem: 17%
- Made a change in the business: 10%
- Improved regular operations: 10%
- Actually started a business: 6%
- Decided not to expand: 3%
- Increased sales/employees: 3%
- Other: 1%
Measuring Success

Satisfaction with Resource Providers

- Excellent: 49%
- Above Average: 22%
- Average: 21%
- Below Average: 6%
- Poor: 2%

What Kind of Information Are They Looking For?

- Financial Resources: 31%
- Business Planning: 29%
- Marketing: 14%
- Networking: 6%
- Economic/property dev.: 6%
- Selling to govt.: 5%
- Nonprofit: 4%
What Regions Can Do

• Build on already existing economic development investments and make them visible

• Create an efficient resource network that collaborates and includes feedback loops

• Get entrepreneurs to the right resources they need to grow
Questions?

U.S. SourceLink®
America’s largest resource network for entrepreneurs

New Implementations