

# U.S.SourceLink

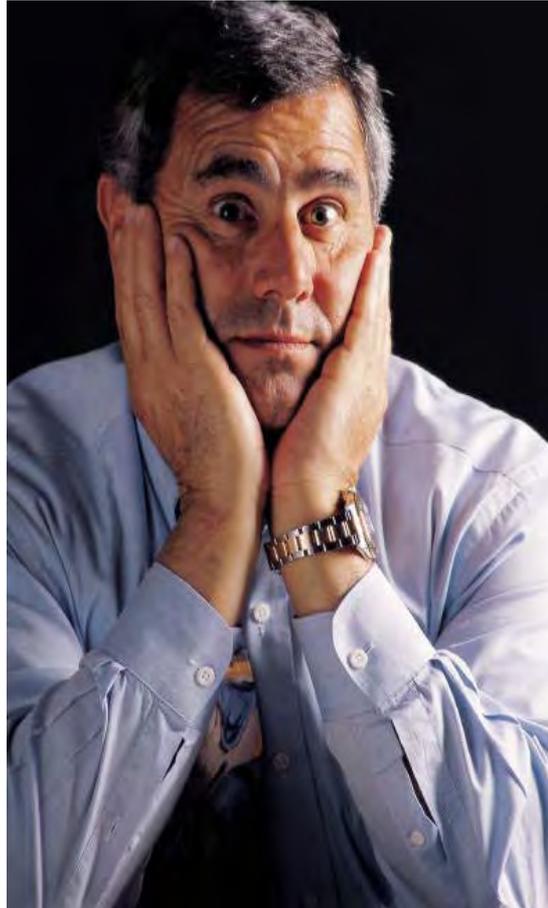
Partnerships that grow communities

# Business Development Resources



# 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, need help the just in time way"*



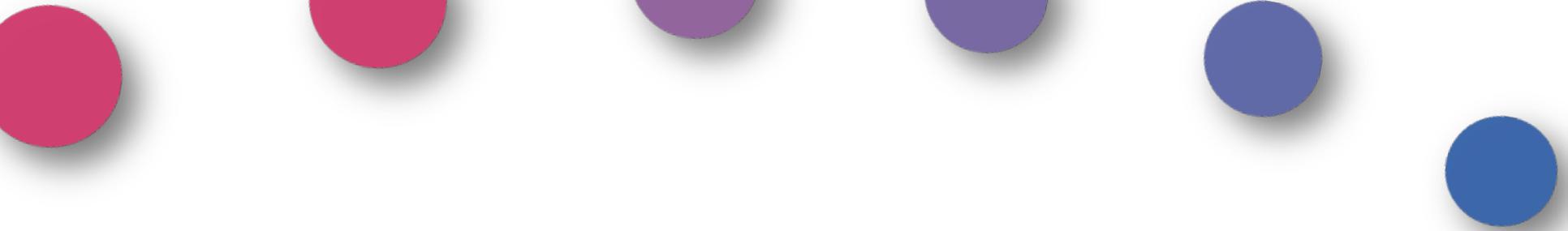
# Needs of the Service Provider

*"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

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- 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

877.521.8600  
**NetWork Kansas**  
Resources for Starting or Growing Your Business

Home Entrepreneurs Communities Resource Partners About Us

**Welcome**

**MarketPlace:  
Opening Doors to Success in Kansas**

The first Kansas MarketPlace: Opening Doors to Success event will take place November 9 and 10, 2009 at the Ramada Convention Center in Hays, Kansas. Mark your calendars now to attend. The conference is focused on strengthening small businesses and rural communities. Participants will learn vital business skills, network with other entrepreneurs and service providers, and discover ideas that work for small businesses and communities.

This entrepreneurial summit will feature six main learning tracks:

- Business Development
- Marketing
- Finance
- Agriculture
- Community Development
- Technology

Top-notch professionals will give presentations and attendees will represent numerous organizations and industries (from Kansas, as well as from neighboring states).

The Kansas Department of Commerce is partnering with the Center for Rural Affairs, with financial assistance from a USDA Rural Development Grant, to launch Kansas MarketPlace this year.

Not only is Kansas MarketPlace a remarkable learning experience for entrepreneurs, it is also an effective venue for businesses and service providers to reach a valuable audience. Businesses and organizations also have a chance to tap into many outstanding marketing opportunities by becoming a sponsor of the event.

More information will be forthcoming as details are finalized and speakers are secured. If you have questions about the event, contact Becki Rhodes at the Kansas Department of Commerce at [785.296.1847](mailto:785.296.1847) or [orbrhodes@kansasccommerce.com](mailto:orbrhodes@kansasccommerce.com). If you are interested in receiving sponsorship information, please contact Joy Marshall at [joy@cfra.org](mailto:joy@cfra.org) or 402.614.5558.

**Latest News**

**Resource Partner of the Month - Kansas Sampler Foundation**  
The mission of the Kansas Sampler Foundation is to preserve, sustain, and grow rural culture by offering education, networking opportunities, and support to rural communities. [more](#)

**KTEC PIPELINE Applications Open**  
Applications will be accepted for KTEC PIPELINE fellowships until October 15. Interviews will be conducted in November and December, and entrepreneurs selected for the program will be notified in December. [more](#)

**New Entrepreneurship Certificate Offered by WSU**  
The Barton School of Business at Wichita State University will offer a new Graduate Certificate in Entrepreneurship and Innovation in fall 2009. The certificate is an opportunity for individuals in the community to receive advanced study in the field without completing a degree program. [more](#)

**The Future of Economic Gardening in Kansas**  
During a recent quarterly meeting of resource partners dedicated to economic and community development in rural areas, NetWork Kansas was asked to lead a working group that would explore the possibility of implementing Economic Gardening in Kansas. [more](#)

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# Hotline

Client  
Assessments



# Resource Navigator<sup>®</sup>

THE **RESOURCE** Navigator

Can't find what you're looking for? [Ask our experts!](#)

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

Service Provider	Profile	Include in Report
<b>Louisiana Economic Development</b> Email: <a href="mailto:jmatthew@la.gov">jmatthew@la.gov</a> Phone: (225)342-1181 74.67 miles from you <a href="#">map</a>	Louisiana Economic Development works on the attraction, retain and expansion of businesses. ... <a href="#">More Information »</a>	<input checked="" type="checkbox"/>
<b>City of New Orleans</b> Email: <a href="mailto:bjstanfill@nola.gov">bjstanfill@nola.gov</a> Phone: (504)658-8425 5.53 miles from you <a href="#">map</a>	Mayor's Office of Recovery and Development Administration, Economic Development Department, ... <a href="#">More Information »</a>	<input checked="" type="checkbox"/>
<b>Launch Pad</b> Email: <a href="mailto:katy@launchpadnola.com">katy@launchpadnola.com</a> Phone: (504)267-9111 6.38 miles from you <a href="#">map</a>	Launchpad provides collaborative workspace in downtown New Orleans equipped with WiFi, ... <a href="#">More Information »</a>	<input checked="" type="checkbox"/>
<b>St. Tammany Economic Development Foundation</b> Email: <a href="mailto:mt@stedf.org">mt@stedf.org</a> Phone: (985)809-7874 27.53 miles from you <a href="#">map</a>	St. Tammany Economic Development Foundation (STEDF), a non-profit corporation, is the lead econom... <a href="#">More Information »</a>	<input checked="" type="checkbox"/>

[New Search](#)

Limit results to  miles

[Print Results](#)

# Website Platform

- Partners can post
- Online payments
- RSS feed

Provides a comprehensive list of all training in the community

HOME STARTUP GROWTH HIGH-TECH RESOURCES CALENDAR BLOG GEW-KC

Home / Calendar

## Classes & Events

[Subscribe to our calendar feed](#)

Filter by subject: Click on the categories drop-down below to refine your search: Marketing, Procurement/Sales, Networking Events, Finance, or Start-up.

All

Business Planning Finance Human Resources Marketing Networking Sales/Procurement Start-Up

today October, 2011 Day Week Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	01 Oct
		Starting a Business: Small Business Basics Finance and Administration Forum Planning a New Nonprofit: Essential	2012 Economic Forecast Missouri Small Business Conference Brain Food - Affordable & Effective	Missouri Management 101 Financial Series- QuickBooks Intermediate The Process of Raising Capital	5th Friday Coffee PIPELINE Regional Fellowship Networking	
2	3	4	5	6	7	8
	A Growing Segment of the U.S. Workforce: The "Invisible" Boomers: Age 50+	Kansas City Small Business Networking Facebook Tutorial: I'm All Set Up, Now What? FastTrac NewVenture-Class 1	Business Brain Food - Company Culture for Content Writing Boot Camp Tech Tools for Marketing	Six Sigma Yellow Belt Training Intuit QuickBooks/Level II How to Write Winning SBIR/STTR Proposals	Contemporary Trends: The Impact of Internet	Simple Steps To Starting Your Own
9	10	11	12	13	14	15
		Wake Up to Success MS Project QuickBooks Pro/Premier	Kansas Retail Sales and Compensating Use Key Considerations for Franchising Your Intellectual Property: A Deeper Look	QuickBooks Payroll Twitter for Beginners Workshop 3rd Annual Missouri Entrepreneur	Starting & Managing a Small Business in MO Personal Pathways to Powerful Leadership	FOCUS: Productivity and Time Management

# Biz-Trakker<sup>®</sup>

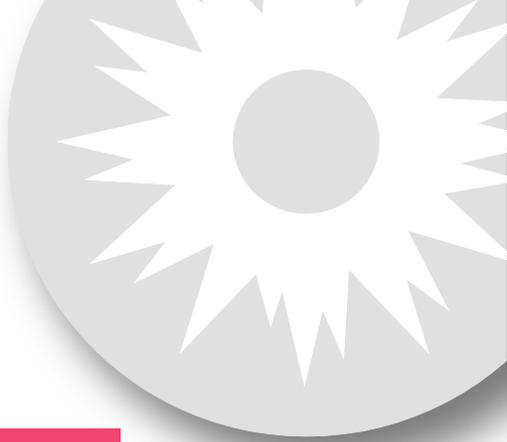
The screenshot displays the Biz-Trakker software interface. On the left is a navigation sidebar with the 'U.S. SourceLink biz-TRAKKER' logo and a 'Clients' section containing links for 'New Client', 'Open Client', 'Client Reports', and 'Recent Clients' (listing 'Test Company 22' and 'Test Client'). Below these are buttons for 'Follow-ups', 'Events', 'Referrals', 'Intake Forms', 'Surveys', 'Reports', and 'Setup / Help'.

The main area shows a 'Company Info' tab for 'Test Company 22'. The form includes fields for address (123 Innovation Drive), zip (53190), county (Walworth), state (WI), and city (Whitewater). It also lists contact information (phone: (816)235-6464) and a counselor (Hegle, Jeremy). The status is 'Active Client' with an aggregation of 'Yes'. The type is 'No response' and the referral is 'N/R'. The entity type is 'Not formed yet', and it is not in business. The NAICS code is 722211 (Limited-Service Restaurants). The client was heard about through 'No Response' and is not woman or minority owned. There are no scheduled follow-ups.

At the bottom, a 'Client Overview' box provides summary statistics: Primary Contact: Hegle, Jeremy; # of Associated People: 1; First Contact Date: Jun 08, 2011; Follow-up Date: None Scheduled; Number of Snapshots: 0; Most Recent Snapshot: No Snapshots; Number of Interactions: 0; Most Recent Interaction: No Interactions.

Buttons for 'New Person', 'New Snapshot', 'Refer this Client', and 'New Interaction' are visible above the overview box. The current client is identified as 'Test Company 22' at the bottom right.

# Measuring Success

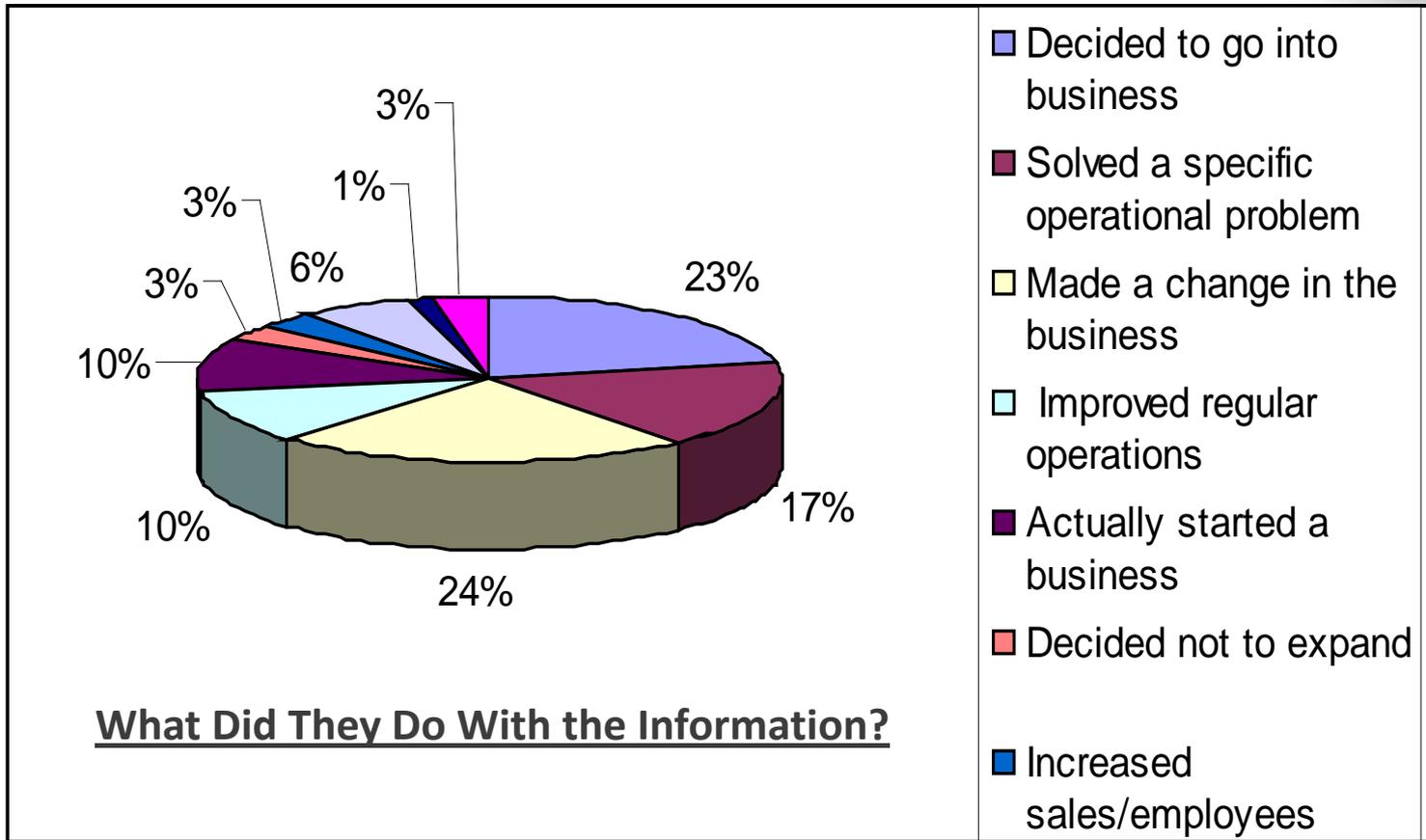


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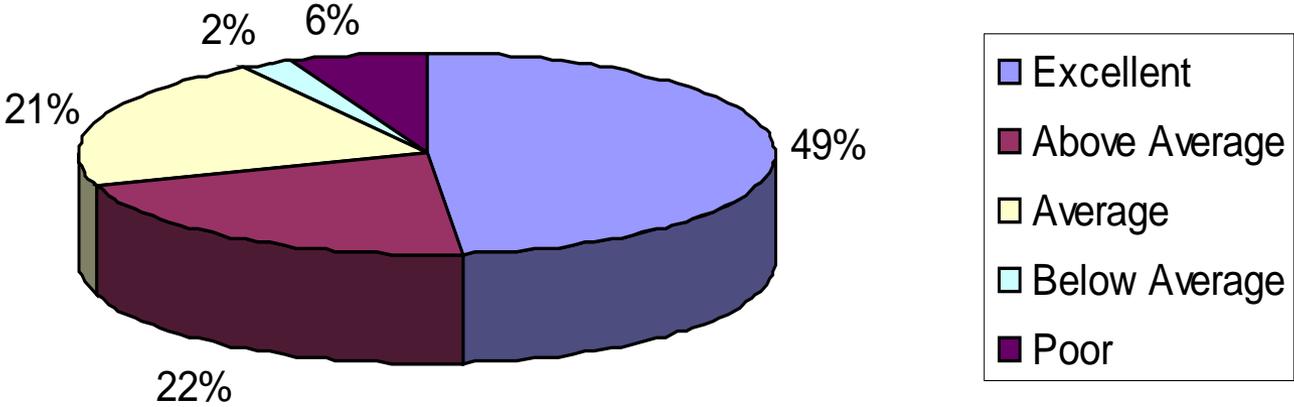
Resource partner surveys say KCSourceLink has:

- 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



# Measuring Success



Satisfaction with Resource Providers

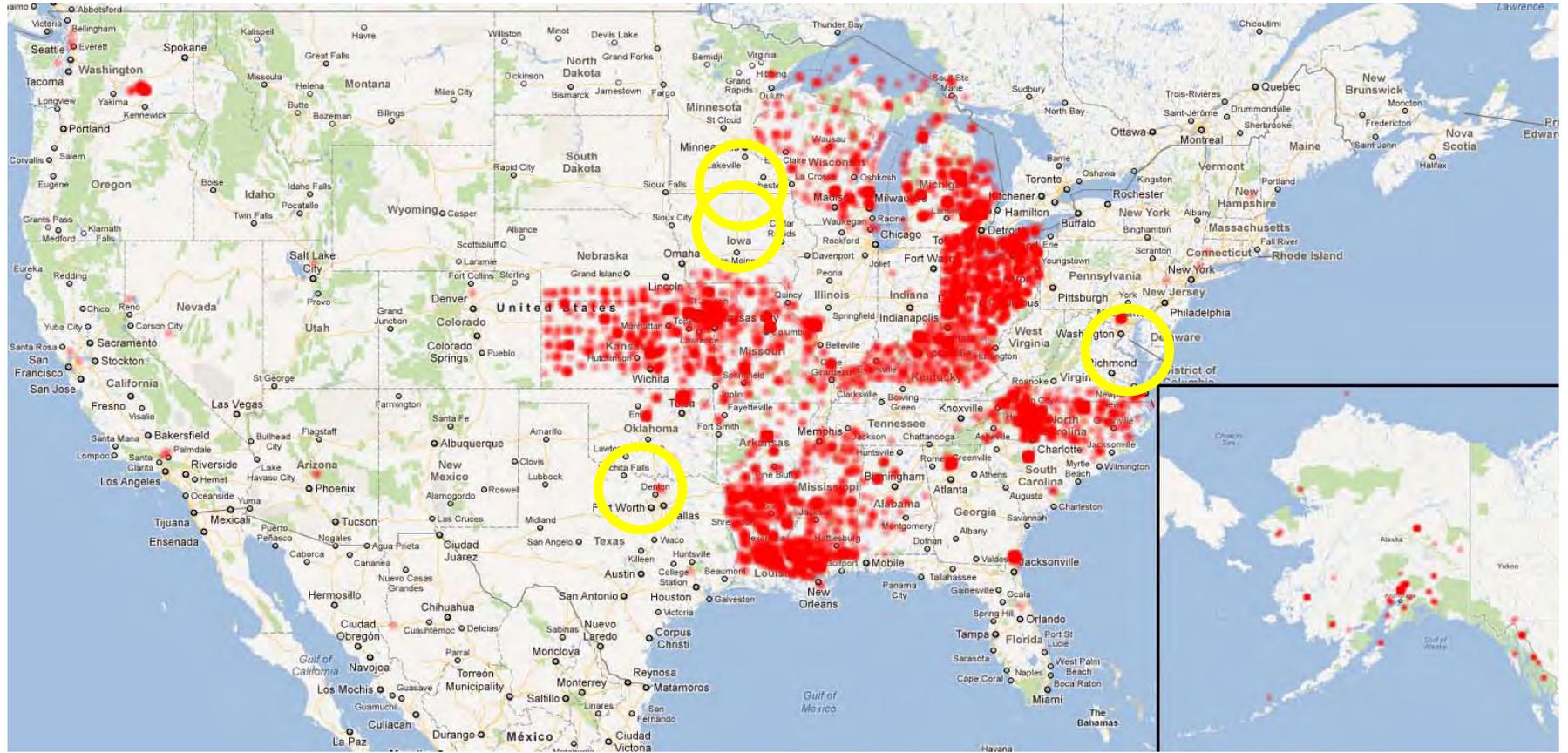
# What Regions Can Do

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- 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

Ewing Marion  
**KAUFFMAN**  
Foundation

**SBA**

**UMKC**