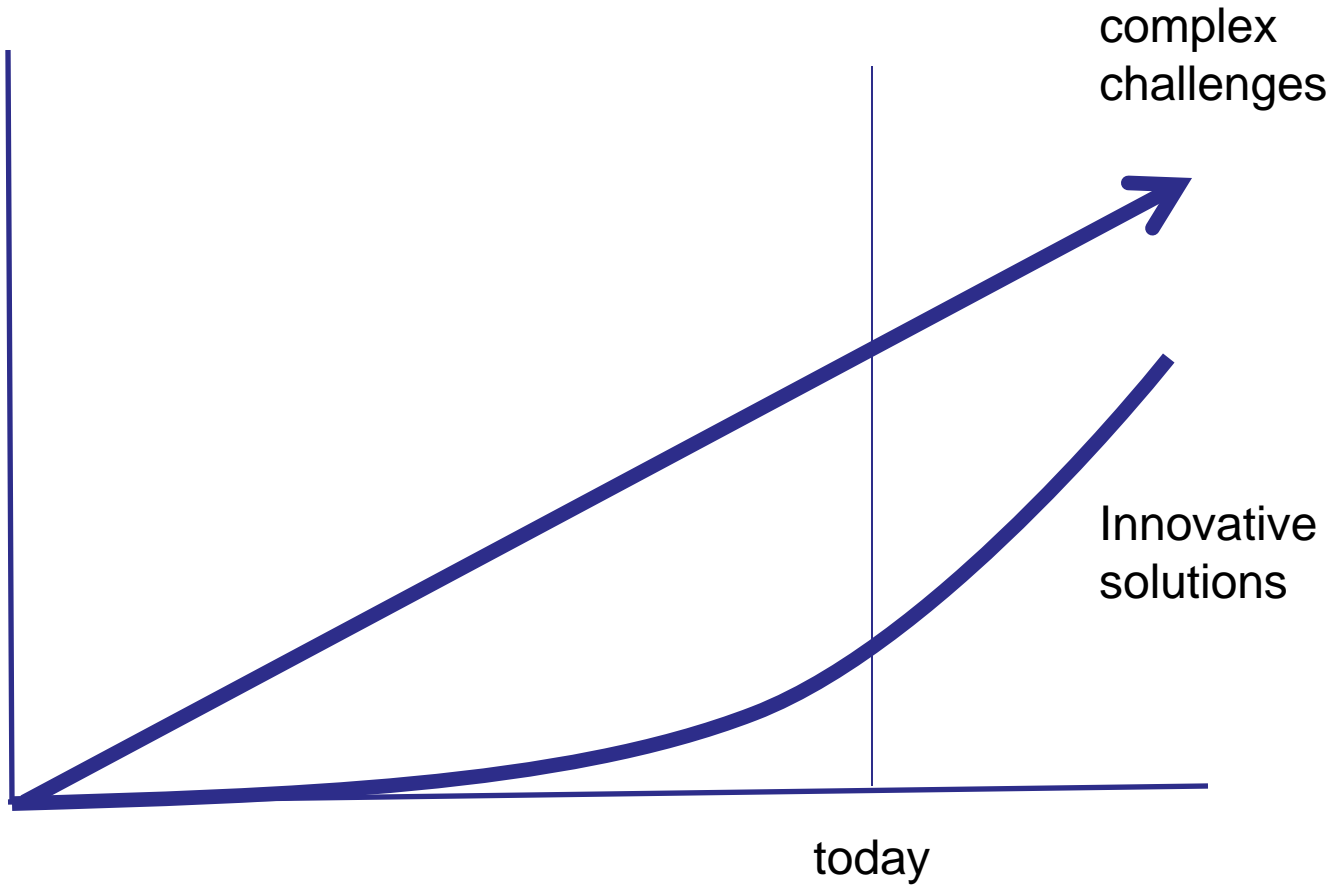




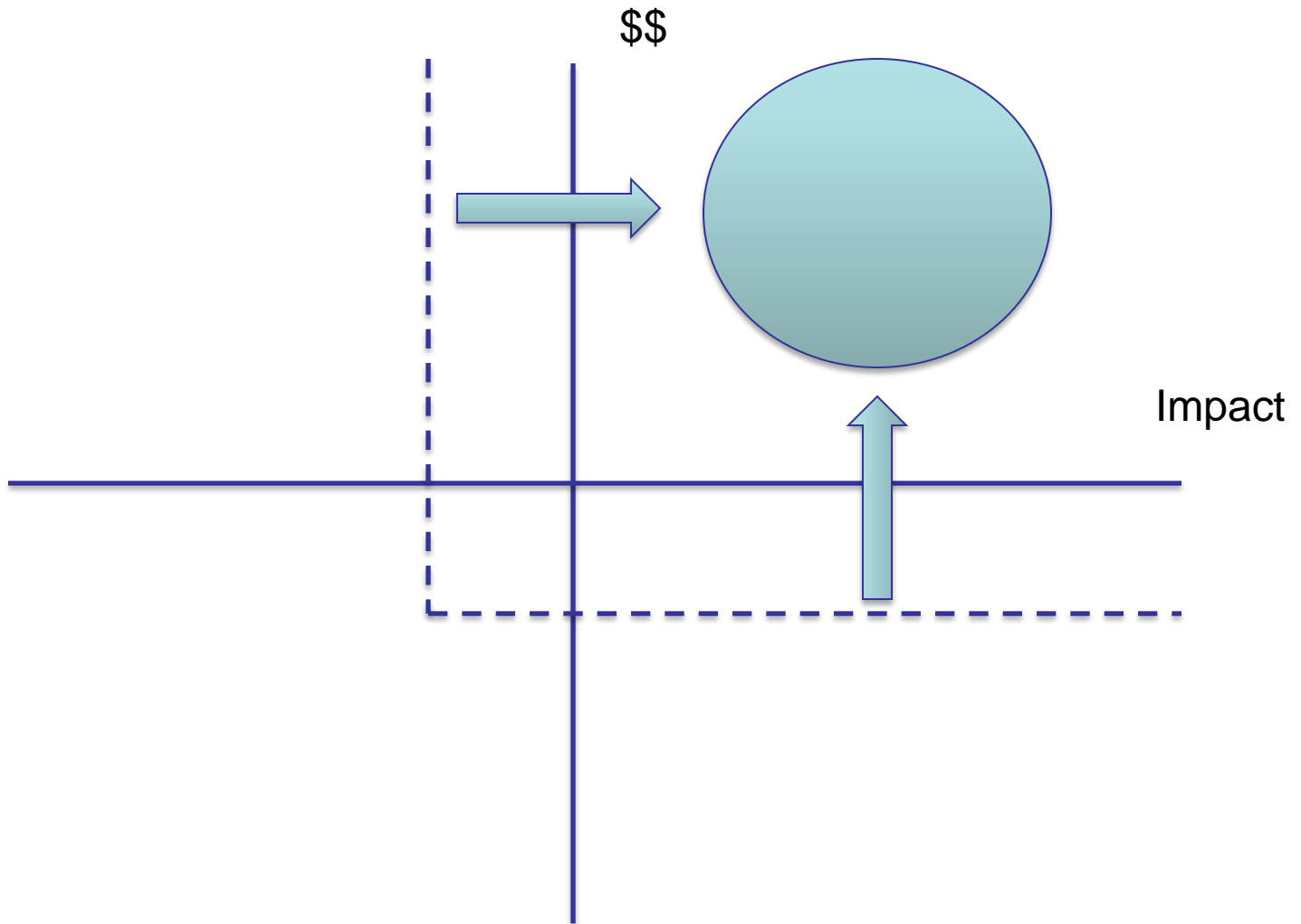
# FORWARD VENTURES

Red Springs, NC

November 1, 2011




target audience



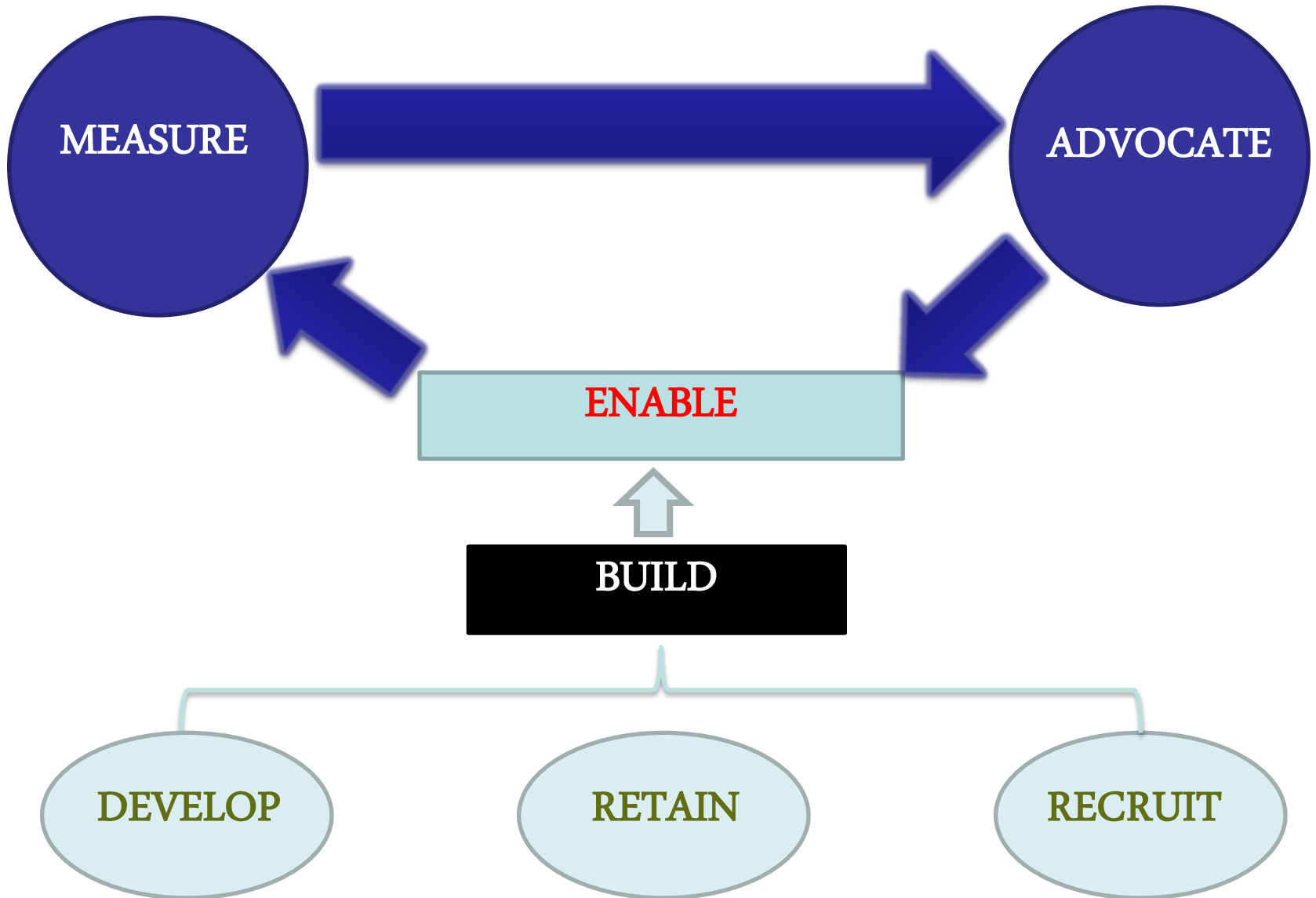
# TARGET OUTCOMES for communities

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- ✓ Citizens as community problem solvers (starting young)
  - ✓ Robust pipeline of entrepreneurial talent
  - ✓ Strength & density of social enterprise cluster
  - ✓ Local jobs & tax base correlated to growth of sector
  - ✓ Investment in local enterprises (measured in new capital investment and procurement investments)
  - ✓ Measurable social impact
  - ✓ Policy support and investment in sector

# Community ECOSYSTEM STRATEGY

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# Build pipeline

*Build the entrepreneurial talent pipeline by growing talent locally and recruiting talent nationally.*

## 1. Home Grow Talent Locally

- K-12 Entrepreneurial Leadership Development Program
- College/University
  - Supporting local networks of social enterprise educators
  - Connecting class projects with local social enterprises
  - Internships/ Research projects

## 2. Retain locally

- Job fairs
- Career placement within social enterprise network

## 3. Recruit nationally

- Partnering with national organizations such as Echoing Green, Ashoka, Unreasonable Institute to help orgs relocate and/or expand

# ENABLE

*Take social enterprises from seed to scale by providing them with a robust support network and targeted capacity building :*



# Measure

*Track the impact of social enterprises on community's economic development and community welfare –share results:*



**Economic Impact**



**Social Impact**

*In partnership with B Labs and Green Plus*

# Advocate

*Use data and story-telling to educate policy-makers and media on contributions of social enterprise sector – and influencing future decision-making and resource allocation.*

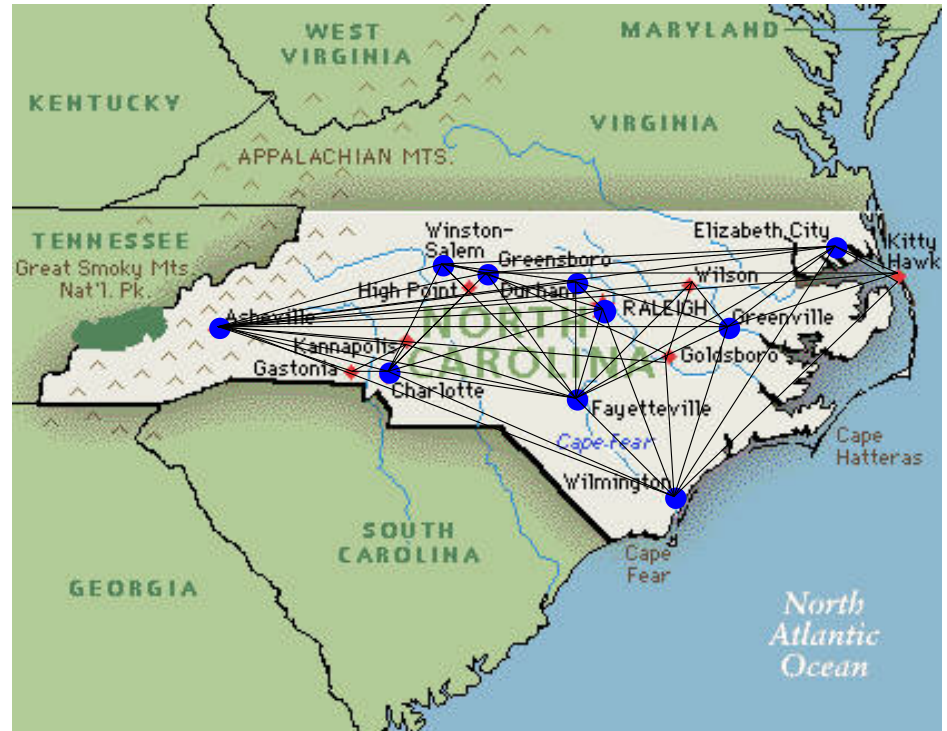
- Education/ awareness campaigns through relationship building and media (locally, regionally, and nationally)
- Influencing public dollar expenditures to invest in social enterprise sector – helping increase collaboration, innovation, and sustainability
- Informing procurement decisions to buy local/sustainable
- Helping launch state-wide “Fourth Sector” Association in NC that could be model for other states

# Progress to Date

- Completed best practice analysis of 13 communities globally to inform model (as well as national research)
- Launched Bull City Forward in Durham Spring, 2010
  - Today: 150+ members; 5,500 sq foot space downtown; three dedicated staff; city-wide leadership support
- Launching Queen City Forward in Charlotte Fall, 2011
  - City-wide support (chaired by Mayor); hired ED and scaling up to three FTEs; moving into 5,000 sq. foot space within 90,000 sq. foot building dedicated to stimulating entrepreneurship (Packard Place)
- Launched umbrella organization (Forward Ventures) to scale model to other communities
  - Applied for funding to help accelerate scale up; dedicated team of two; building board structure

# Network Effect

- State-wide marketing & communication
- Coordinated constituency to influence public policy
- Enhanced:
  - Data Collection
  - Impact Measurement
  - Impact Investment
  - Knowledge Sharing



*Leverage a state-wide network to catalyze innovation from the ground up and to enable the collective impact that drives sustained social change.*

JOHN-PAUL SMITH

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