



California Association for
Micro Enterprise Opportunity

Small Business and Entrepreneurship during an Economic Recovery

Building an Entrepreneurial Ecosystem

Discussant: Claudia Viek, CEO, CAMEO

Jennifer Woolley,
“The Space Between...”

- Infrastructure is defined as essentially “supportiveness”
- the interactions of participants becoming increasingly intertwined

The Space Between...

- States that combined their innovation initiatives with economic initiatives had 6 times more start-ups in that field than others.

Kris McFarland “Local Roles in Cultivating Small Business and Entrepreneurial Cultures.”

- Assumption: locally owned small start-ups will create the jobs
- “Supportiveness” strategies

Key Characteristics of What Worked

1. Research on local opportunities
2. Mayor and city leaders take a high profile
3. Put it in the budget
4. City agencies re-align, to collaborate and not compete
5. Accountability for delivering outcomes

Need to Know

- What provided incentives for the Cities' departments to change?
 - Elements of Leadership?
 - Salary incentives?
 - HR training?