

SourceLink: A Blueprint for Success



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UMKC Innovation Center
Executive Director
SourceLink
Founder

Getting Started



Identify the entrepreneurial resources in your community and make them visible

MEP

KCALSI

Micro-loans

Support KC

**Small Business
Development Center**

SCORE

**State of
Missouri**

Technology Incubator

State of Kansas

504 LOANS

**Economic
Development
Corporation**

Women's Business Center

Arts Incubator

FIRST STEP FUND

CHAMBER OF COMMERCE

Angel Groups

A close-up photograph of a middle-aged man with a shocked or overwhelmed expression. His eyes are wide open, and his hands are pressed against his cheeks. The background is dark, and the lighting is focused on his face.

What is an entrepreneur to do?



June 2003

Get entrepreneurs to the
right resource at the right time

June 2003

Build a network of service providers





Lesson 1: Startup Challenges

“You’ve come to take me out of business.”

- “Everybody does everything.”
- “You are going to take my funding.”
- “You will send all of the referrals to everyone else.”
- “How can you possibly keep track of all the programs and services offered?”

The Beginning

July 24, 2003

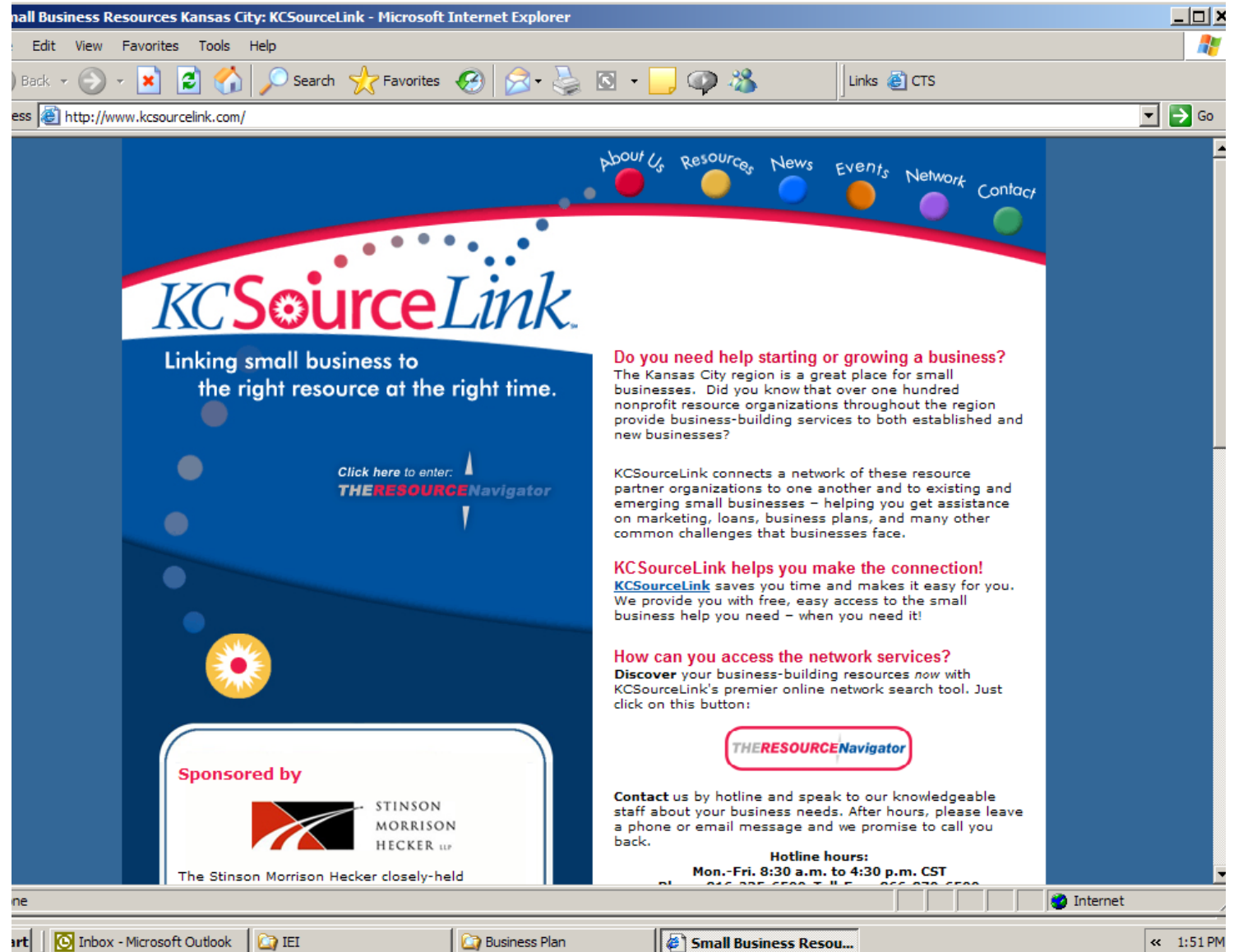


Lesson 2: Needs of Service Providers

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

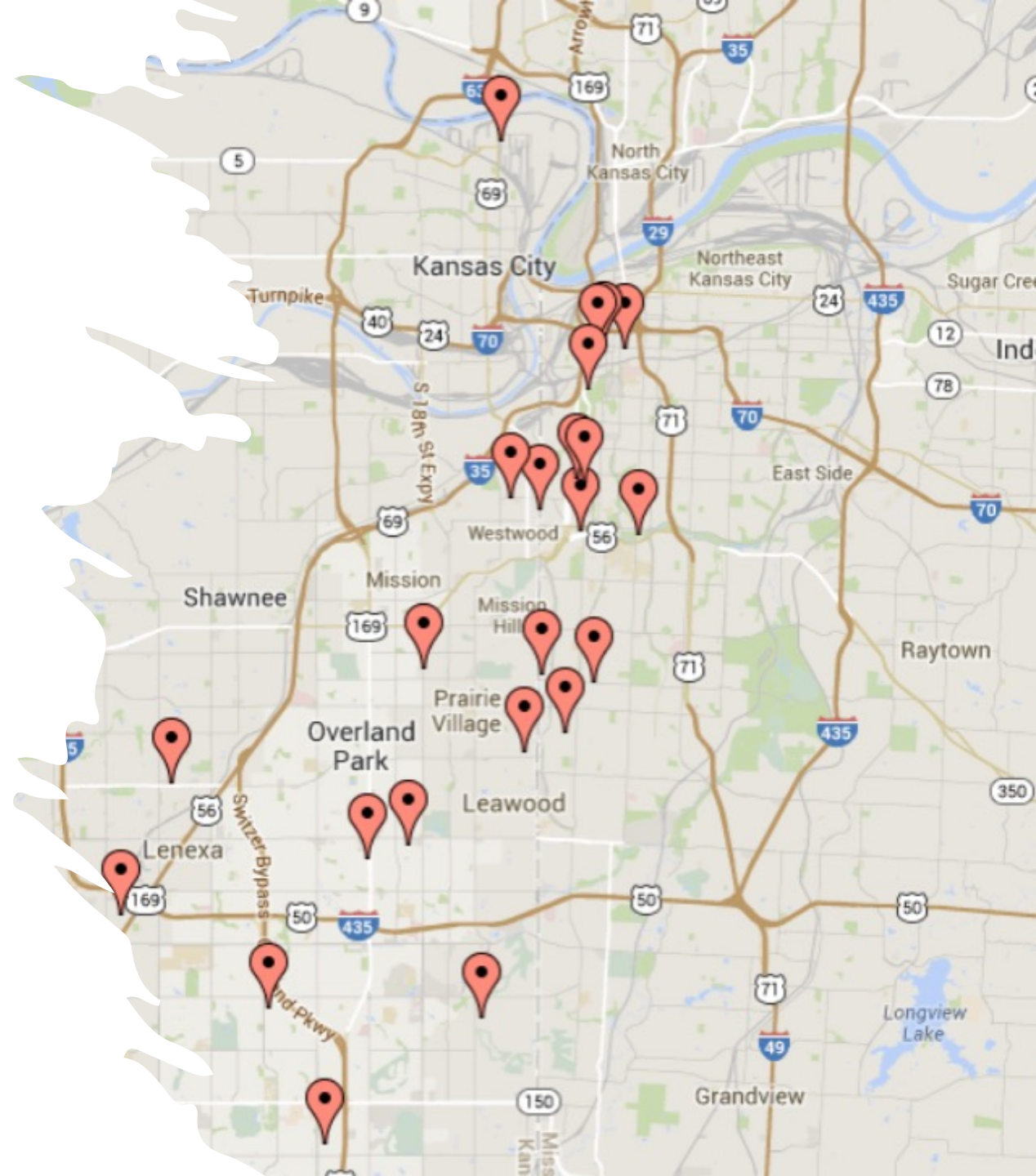
www.KCSourceLink.com

816-235-6500



THE RESOURCE NAVIGATOR[®]

December 2003



Biz- Trakker

December 2004

KCSourceLink

Clients

- New Client
- Open Client
- Client Reports
- Recent Clients
 - Sarita Lanne Enterpris
 - Schilling, Susan
 - Smith, Terry
 - Jackson, Sherri
 - Corredor, Carlos

Follow-ups

Events

Referrals

Reports

Setup / Help

Company People Snapshots Interactions Participation Referrals Follow-ups Documents

Company Info Demographics Legal Financial Notes Website

Company Name Jan Doe Construction, LLC

Address 1 207 West Linwood

Address 2 Suite #3

Zip 64111

City Kansas City

State MO

County Jackson

Phone (816)436-1002

Fax

Entity Type Limited Liability Co.

Client Type No response

Web URL

Counselor Hegle, Jeremy

Client Status Active Client

Approval for Referral N/R

Approval for Aggregation Yes

eCommerce ☐

New Person New Snapshot Refer this Client New Interaction

Client Overview

Primary Contact : Graham, Sarita	Number of Snapshots : 0
# of Associated People : 1	Most Recent Snapshot : No Snapshots
First Contact Date : Jan 13, 2005	Number of Interactions : 5
Follow-up Date : None Scheduled	Most Recent Interaction : Jun 30, 2005

Current Client : Jan Doe Construction, LLC

Help Delete Client





December 5, 2003

What if?



It takes all types of entrepreneurs



Microenterprise

76%



Main Street

22%



Innovation-Led

1%



Second Stage

1%

**Nationally based on companies with fewer than 100 employees*

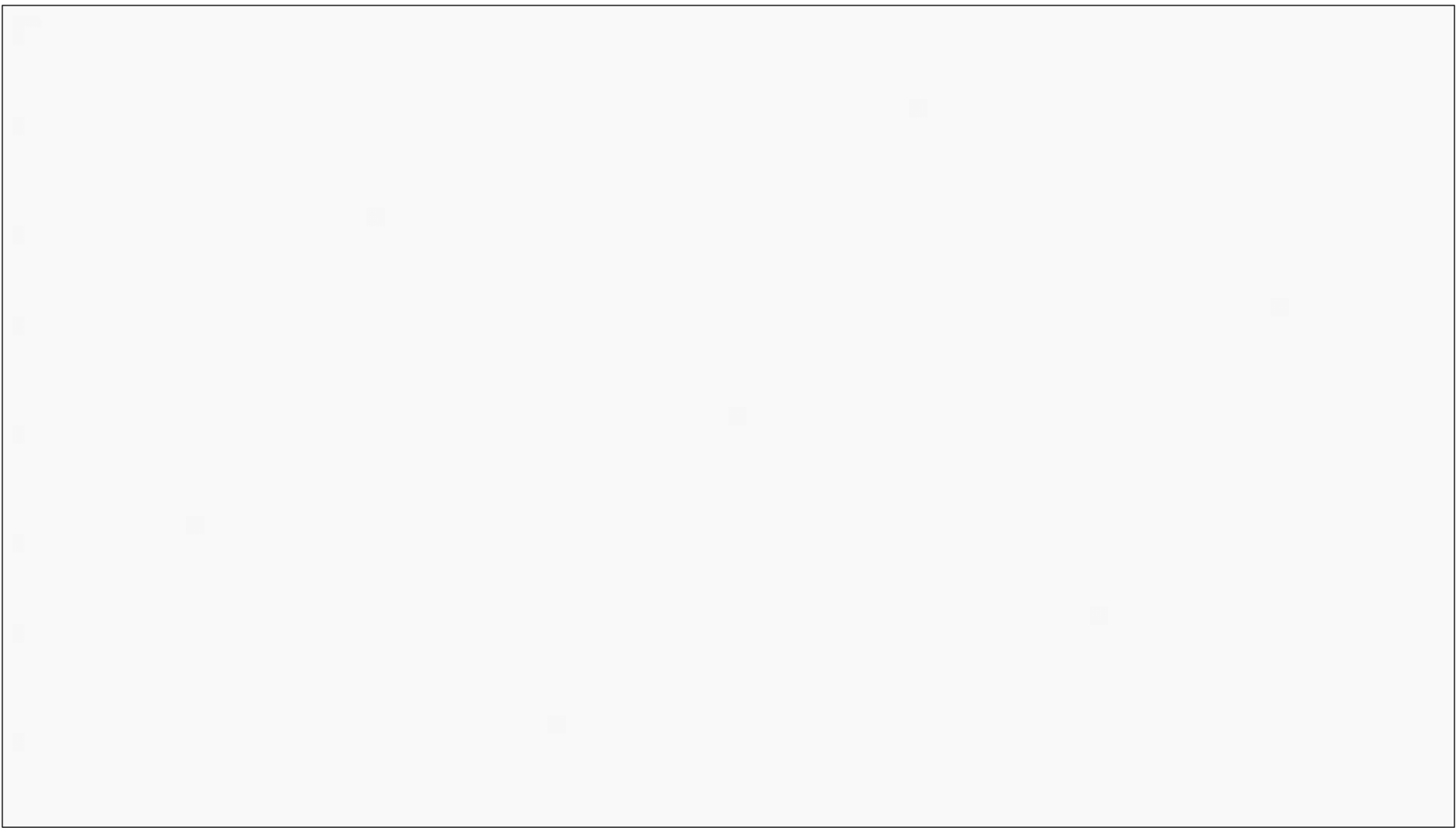
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Lesson 4: Resources

Resources cluster around the type of entrepreneur that they serve



Source: <https://www.youtube.com/watch?v=aUQXQPAeJe8>

Connect



Connect your community through a central hub



Lesson 5: Convene

The strongest SourceLink networks

- Meet with the network on a regular basis
- Operate with a mindset of uplifting the resource partners

Filling Gaps



Empower your ecosystem by engaging, listening, responding and collaborating to solve problems and fill gaps

**Resource
Partner
Meetings**



Data



**Social Media
Outreach**



Hotline



**Impact
Reports**



Gap Reports

WE
CREA+E
CAPITAL



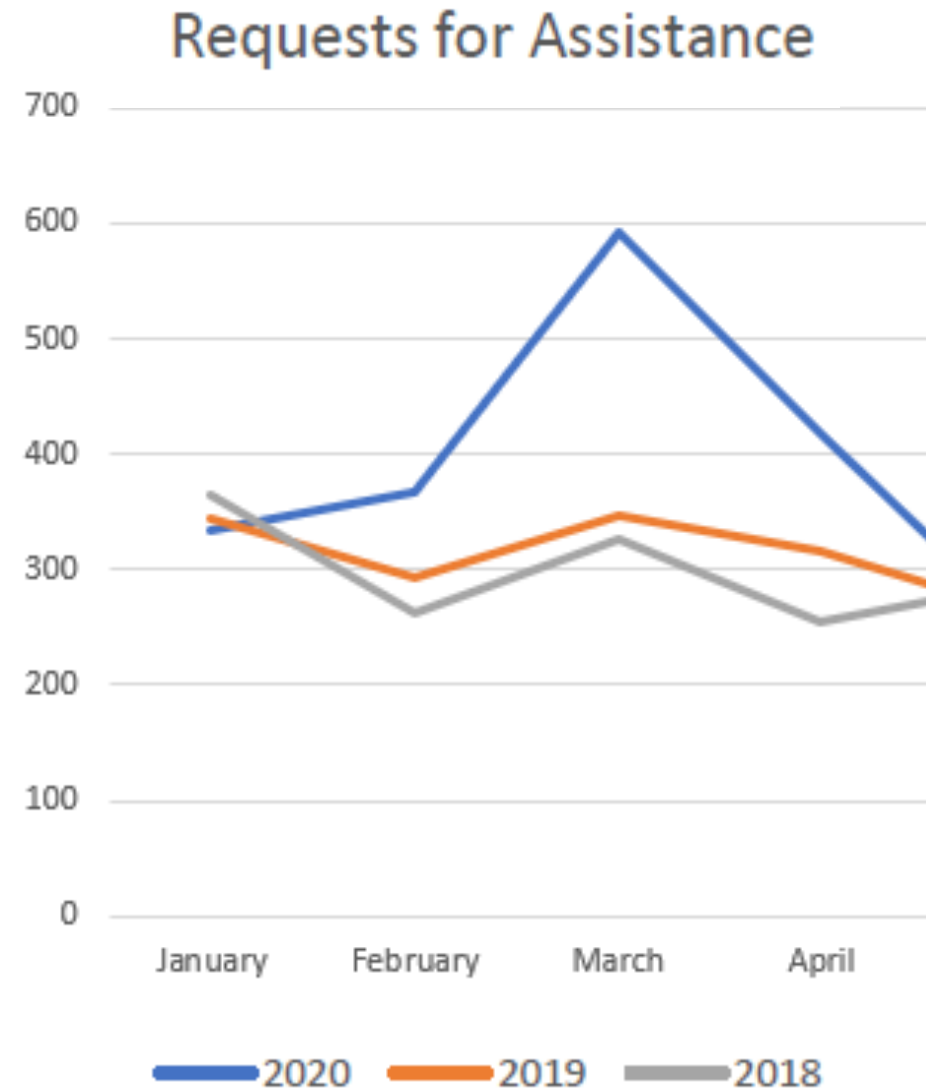


Lesson 6: Getting Funded

- A strong problem statement
- **Data** that supports it
- A feasible solution
- **Partners**
- **Demonstrated match**
- Return on investment: jobs, starts, debt/equity, sales

20 Years of Market Shifts

- .bomb
- Great Recession
- Pandemic



Measuring the Ecosystem

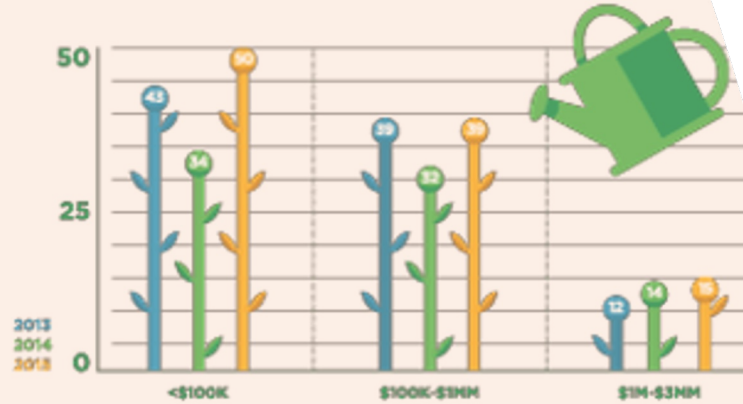


Measure your impact, based on your entrepreneurial ecosystem's stage of development

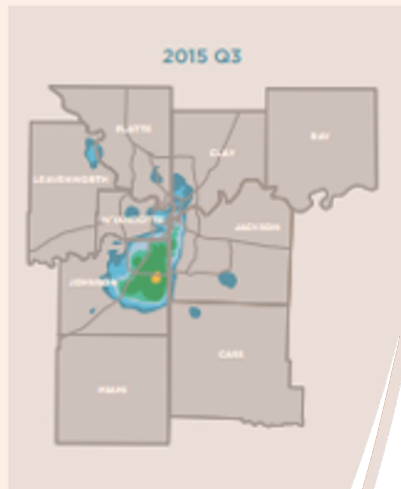
ACCESS TO CAPITAL

GRANT AND EQUITY FUNDING

Number of deals by dollar range, by year

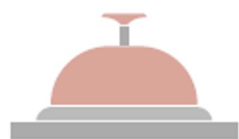


DEMOGRAPHICS AND DENSITY



Lesson 7: Measures

There aren't any.



1,002
business
concierge
inquires

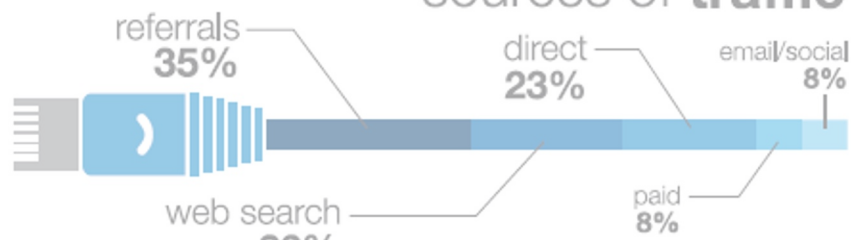
821
business
licensing
center requests



19
webinar
sessions

1,597 webinar
attendees

sources of **traffic**



Early Measures



Number of Partners



Network Access

Web Visits
Hotline Calls
Resource Navigator
Searches



Network Strength

Partners
Calendar Events
Satisfaction Survey Results



Network Reach

Friends and Followers
Sources of Traffic

What do you want to change in your community?



Networked Capital



Corporate
Engagement



Pipeline of
Opportunity



Talent to Start and
Run Businesses

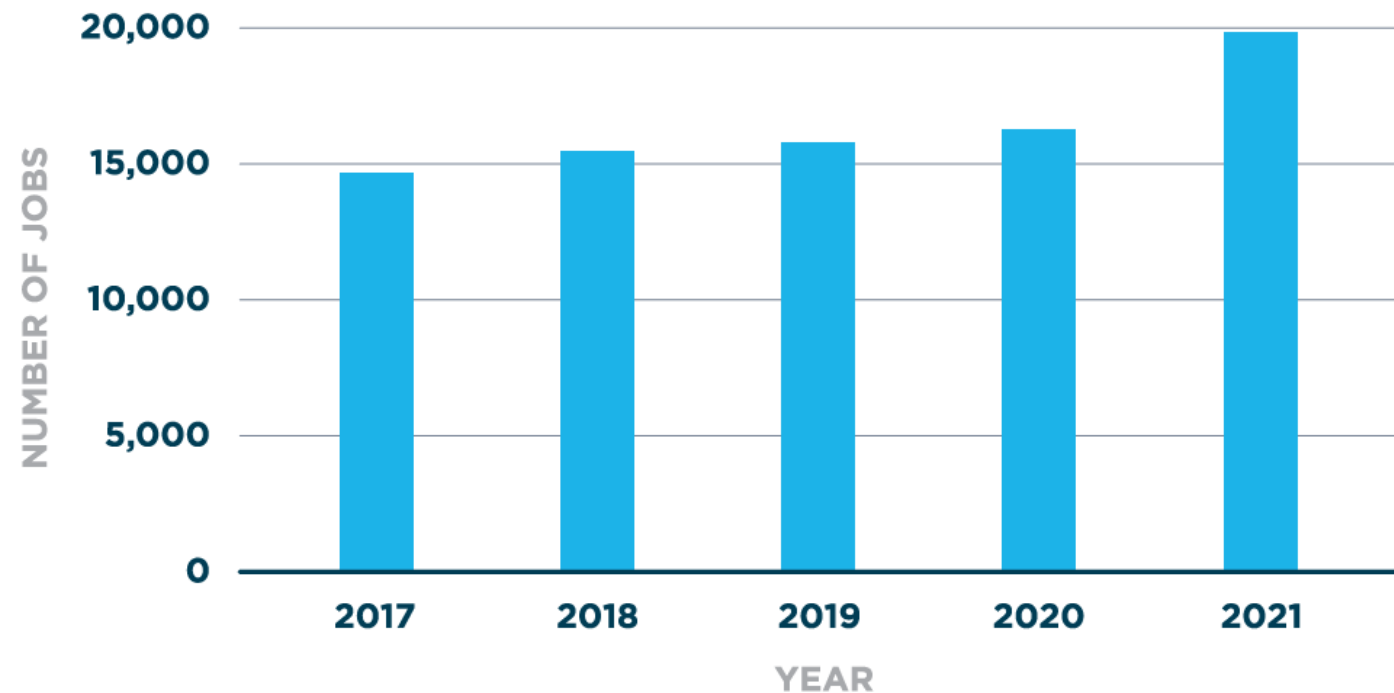


Resources to Support
Entrepreneurs



Awareness of
Community

Front Page News




TREND

Figure 1: Kansas City startups increased their contributions to job creation in 2021 by 22%.

Telling the Story



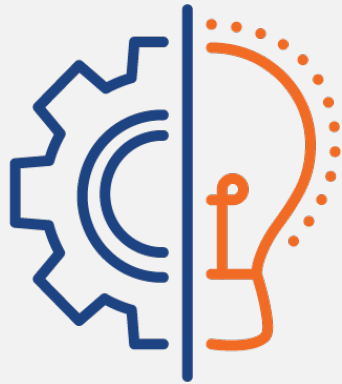


Lesson 6: Nobody Listens

Keep repeating it for 18 months, then the first person you told will finally hear you.

Rosa Shockey, KCSOURCELINK Marketing Director

HOW DO YOU TELL A COMPELLING STORY?



- Who's the audience
- What's the objective
- What's the right message
- What's the right method

Grassroots





WE CREA+E

Making KC America's Most
Entrepreneurial City: Year 5



Awareness



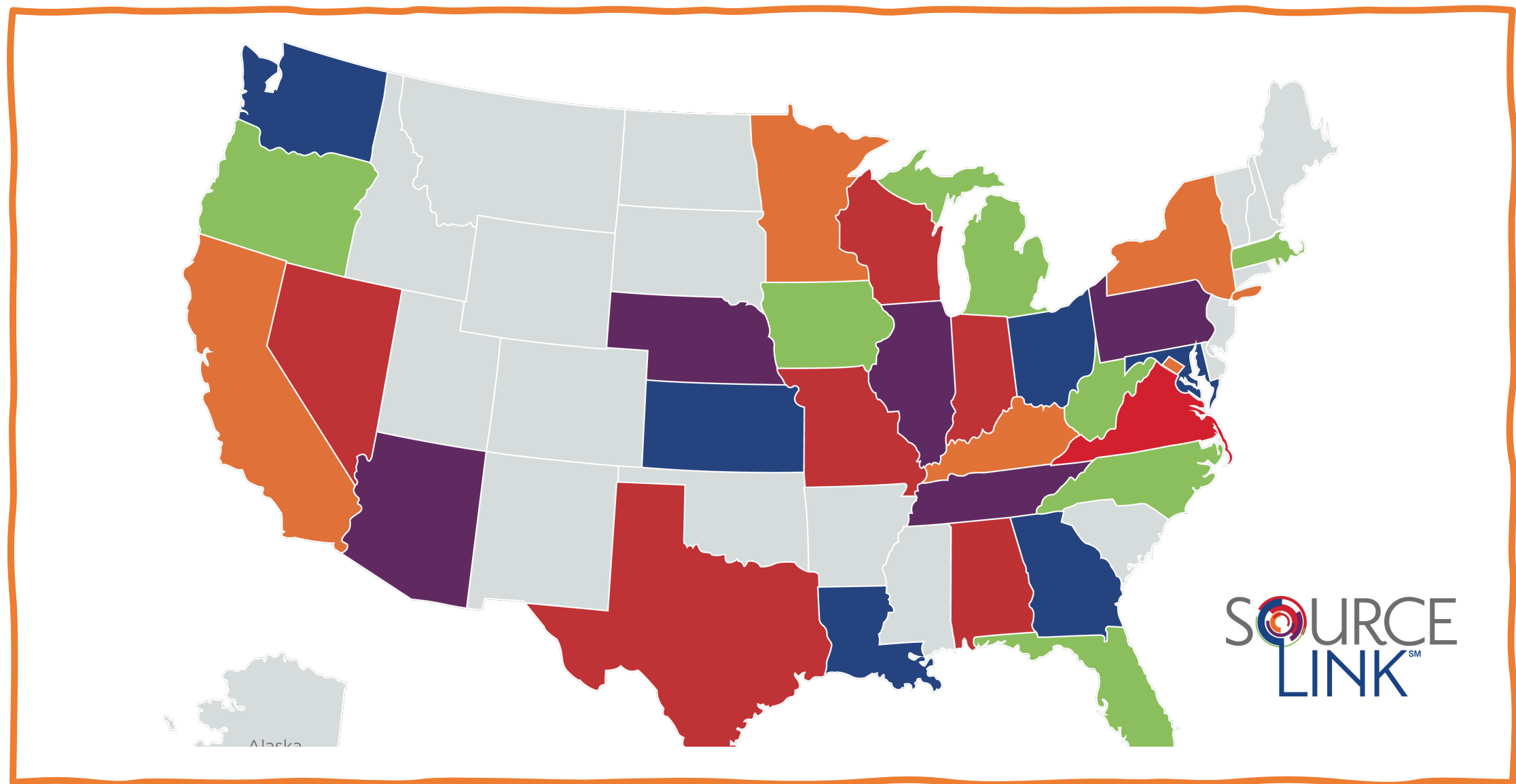


Drawing the Map





GLOBAL ENTREPRENEURSHIP WEEK



Rinse and Repeat: Building Infrastructure for Entrepreneurs



Identify

the entrepreneurial
resources in your
community and
make them visible



Connect

your community
through a central
hub



Empower

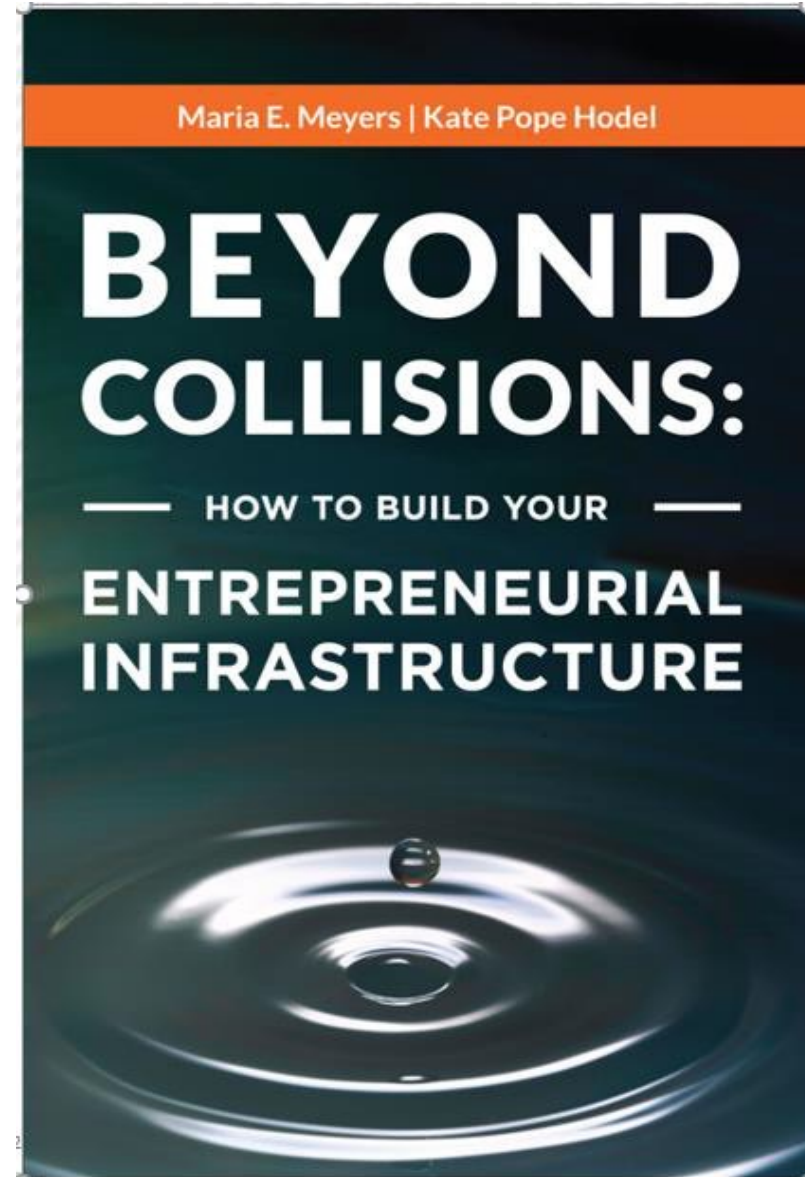
your ecosystem by
engaging, listening,
responding and
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Measure

your impact, based
on your
entrepreneurial
ecosystem's stage of
development

Lessons Learned



Lessons Learned





Lesson 9: It takes a leader

- Neutrality is power
- Lead from behind
- Convene
- Execution is everything
- Collaborate, collaborate, collaborate
- It's messy



Lesson 10: Driving Success

“Everything we do is driven and delivered by the resource partner network” Steve Radley

“It's the success of the people in the network and how well they collaborate, share, and get along that makes amazing things happen” Rob Williams

The Next Beginning



The End

A thick, hand-drawn orange line that spans the width of the text "The End" and extends slightly beyond it on both sides.