

NIIC *Entrepreneurship for ALL* Frequently Asked Questions (FAQs)



Northeast
Indiana
Innovation
Collective™



Q: What is *Entrepreneurship for All*?

A: *Entrepreneurship for All* is NIIC's new signature plan to ignite business building in all communities of Northeast Indiana. It includes a repeatable entrepreneur support process tailored for each underserved community in our *Community of Communities*™ and involves a coordinated collaboration with many support stakeholders.

Q: Who is involved in “*Entrepreneurship for All*”?

A: Although NIIC is coordinating and leading *Entrepreneurship for All*,™ it is truly a network of closely collaborating organizations and individuals. This includes Economic Development and Planning Organizations, Entrepreneurial Support Organizations (ESOs), Individual Business Coaches and Mentors, Local, County, and State Governments, Funders, and most importantly, the Entrepreneurs themselves.

Q: What's so important about collaboration?

A: Entrepreneurship is a messy but important business. From the entrepreneur's perspective, it's a confusing world. Where do they go for help? Ideally, help will come from many different places at different times. Currently, there is very little coordination among Entrepreneurial Support Organizations (ESOs) and the organizations that are involved in economic development. Since most of the new jobs come out of entrepreneurship and small business, it is critical that all of these groups are working closely together.

Q: Explain *Community of Communities*.™ What are the different communities and how will you work with each one?

A: Over the years, NIIC learned that Northeast Indiana is a *Community of Communities*,™ divided by geography, race, country of origin, (dis)ability, socio-economic level, interests, and others. All communities want the benefits of entrepreneurship but are underserved in getting support to get there. If we treat all communities the same, they do not respond to our help.

So we developed a common infrastructure of support that is tailored individually for each community to reach them and develop the trust to start.

Q: How did it come to be that NIIC is leading this?

A: For over 22 years, NIIC has been honing its processes for helping entrepreneurs (especially underserved entrepreneurs) and is a Venture Hub for the region, working with every stakeholder in the area. With a new attitude of collaboration came the vision and mechanisms to bring everything together. We heard the community asking for this, and we responded.

Q: Can you provide more information about who you've been meeting with about this and how it's being received?

A: It was important for the NIIC to take the lead to truly be a partner in a network of stakeholders. This means creating an initial plan and then vetting it with ALL the stakeholders to get feedback and improve the plan based on that input. We have met with many organizations representing every type of stakeholder mentioned above. We listened. We learned. We found out that the reaction was extremely positive, and the needs we identified have been felt by others around Indiana.

Q: Why did Northeast Indiana Innovation Center change its name?

A: The name change signifies our commitment to being a part of a network of entrepreneurial support stakeholders.

Q: What led to the new logo and branding?

A: The new brand signals the revolutionary changes we are experiencing with our new strategic direction and entrepreneurship across Indiana. We are on the cusp of something greater.

Q: Who can be involved with Entrepreneurship for ALL?

A: We want *Entrepreneurship for ALL* to change the mindset of how entrepreneurs are supported and where you find them. You find them in their homes, in small businesses, in large corporations, in Government. Everywhere! So everyone can and should be a part of this effort.

Q: Who can I contact to hear more about Entrepreneurship for ALL?

A: Contact NIIC via NIIC.NET or contact any ESO partner. You can also contact us directly at 260-407-6442 or info@niic.net