Business Advocacy Self Employment Consortium (BASEC)

Kim Tesch-Vaught – Executive Director of CSNCFL, Focused Management Solutions
Entrepreneurship to Engage Business
Opportunity

- Startup Quest™ entrepreneurship training connects the community to our talent pool, especially in our tech sector.
- We use entrepreneurship training to empower everyone across the socio-economic spectrum.

Lessons Learned So Far

- **The Messenger Matters**
  Florida Institute for the Commercialization of Public Research (FICPR) and Gainesville Area Innovation Network (GAIN) provides peer-to-peer business relationships with mentors that come from Florida’s business communities.

- **Community Collaboration is important**. We can change the community discussion, break down barriers, remove silos, to get people working together to create jobs.

- **Business Mentor Events** Networking and creation of statewide mentor database

- **Legislators are business people too!** They support entrepreneurship.
Building the support structure
The Importance of Timelines
Engage, Orient and Iterate

Interested/Vetted Leads
- Collect bio or LinkedIn profile
- Enter lead into database
- Discuss timing and specific role (mentor, judge, speaker)
- Ask for additional referrals
- Inform that RPM will contact

Engage and Enroll
- Refer vetted lead to Regional Project Manager (RPM): provide contact information and bio
- RPM secures final commitment and sends program materials, session dates, etc.

Track and Maintain
- Update database with latest candidate status
- Follow up with referral source to thank and solicit new referrals
- Follow up with mentor to thank and gauge future interest and referrals
What will you learn?

1. Technology Matching and Team Formation
2. Understanding the Value Proposition
3. Market Analysis and Strategy
5. Financial Requirements, Bringing a Product to Market
What will you learn?

6: Company Presentations

7: Corporate Structures, Forming the Management Team

8: Sources of Funding

9: Business Plan Submission and Work Session

10: Graduation, Investor Pitch
Community Collaboration

- Community of stakeholders
  - Technology source institutions
  - Economic development organizations
  - Workforce boards
  - Entrepreneur/innovation community
  - Local business & business leaders
  - Chambers of commerce
  - Investment groups and angel networks
What is possible?

• Technology License agreement signing at NASA in Houston

• Empowering people to see themselves in the picture
5 of 8 participating BASEC regions In the room:

Kim    Jim    Marci    Bryan    Rochelle

http://startupquest.org