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Inclusive Entrepreneurship

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Supported or  
Self-Employment?

"People should have options to choose from, including both jobs and self employment. Let people choose what suits them. Many people do both."

-Muhammad Yunus



Inclusive Entrepreneurship

A strategy and process for assisting people with diverse disabilities to become entrepreneurs through business planning training, use of Customized business development goal and support planning, and access to financial resources utilizing the resources of diverse public and private partners working within a consensus-driven, collaborative framework.

Syracuse University Burton Blatt Institute/Whitman School of Management 2009

### Systems and Services

- Improve access and use of mainstream business development resources by people with disabilities
- Increase awareness and support of entrepreneurship by provider organizations

### Systems and Services

- Policy changes to open markets for entrepreneurs with disabilities
- Include entrepreneurs with disabilities in local economic and business development planning

### Entrepreneurs with Disabilities

- Support hope and opportunity
- Assist in identifying achievable business goals
- Acquire business planning and development skills

### Entrepreneurs with Disabilities

- Establish business-related supports
- Establish, operate, and grow viable businesses
- Entrepreneurship as a road out of poverty
- Entrepreneurship as life role

### Educational Institutions

- Increase enrollment of students with disabilities in management and business courses
- Provide accommodations and supports

### Educational Institutions

- Create new texts and materials combining business development and business support planning for people with disabilities
- 'Scholarship in Action' through classroom and field work experiences that deliver value

### Setting the Stage: Why Entrepreneurship?

- **Choice:** Many people with disabilities value a career as a small business owner over that of wage employment
- **Capability:** Many people with disabilities have operated, or have worked in and gained the skills needed to start a small business

### Setting the Stage: Why Entrepreneurship?

- **Control:** Many people with disabilities want a career where they are the person in control
- **Change:** From the role of “client” or “consumer” to small business owner

### Start-UP NY

- A 3 year Onondaga County led initiative funded by the US DOL of Disability Employment Policy managed by SU Burton Blatt Institute with partners Whitman School of Management and others

### Start-UP NY

- Key components:
  - Yr 1: Establish stakeholder coalition develop infrastructure
  - Yrs 2-3: Develop Accessible Entrepreneurship curriculum
  - Enroll, train, support entrepreneurs
  - Provide wrap-around benefits and financial planning assistance
  - Help entrepreneurs establish, market, finance and grow their businesses
  - Research effectiveness of the model

### Start-UP NY

- 3 year project goal: 150 people receive training & approx. 30 start their own businesses
- <http://whitman.syr.edu/eee/startupny/home.htm>

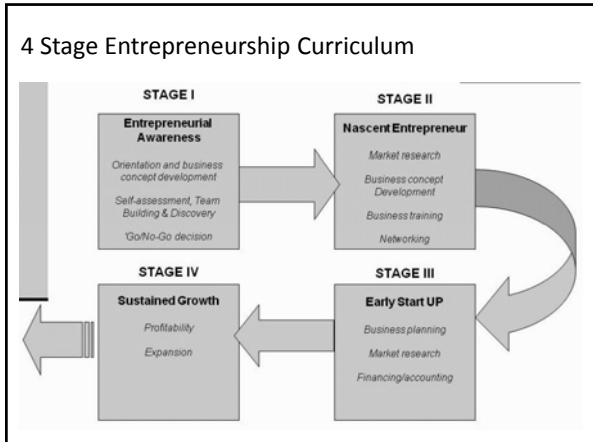
### Outcomes - 2.5 years – Entering into the final stretch

- 134 people enrolled/received business training
- 109 people currently enrolled
- 48 businesses developed /registered
- 32 businesses operated
- Financial Literacy Classes



**Outcomes - 2.5 years –  
Entering into the final stretch**

- Benefits Planning Assistance
- 16 IDA enrollees through Credit Union & Kauffman grant
- Future replication in NYC
- Inclusive Entrepreneurship Course at Whitman through Kauffman Grant


**Economic Self-Sufficiency Strategy**

- Start-UP Self-Employment Business Planning
  - Develop a viable business plan
  - Develop viable financial plan
  - Address personal income goals




**Economic Self-Sufficiency Strategy**

- Financial Literacy and Asset Development
  - Manage personal finances
  - EITC, Child care, other tax credits
  - Skills for saving, investing, asset accumulation
  - Tax prep resources




**Economic Self-Sufficiency Strategy**

- Leverage New Resources
  - Individual Development Accounts
  - WIA training resources
  - Transportation vouchers
  - Micro-enterprise loans
  - State Voc Rehab grants



**Economic Self-Sufficiency Strategy**

- Work Incentives Planning
  - PASS
  - SSI/SSDI work incentives
  - PESS
  - HUD income disregards
  - Ongoing benefits planning



Inclusive Entrepreneurship/  
Business Consulting  
Whitman EEE 443/643


- Students receive coursework & coaching in:
  - Entrepreneurship principles and practices
  - Business planning fundamentals
  - Working with entrepreneurs with disabilities and their service providers & support teams
  - The consulting team process

Inclusive Entrepreneurship/  
Business Consulting  
Whitman EEE 443/643

- Student teams work as consultants to Start-UP entrepreneurs to deliver 4 products of value to growing and sustaining their businesses


‘Inclusive Entrepreneurship Consulting’ Course Outcomes

- 22 students / 5 businesses assisted
  - Artist
  - Auto Repair & Detailing
  - Materials Handling/Distribution
  - Furniture Manufacturing
  - Property management



‘Inclusive Entrepreneurship Consulting’ Course Outcomes

- Future plans:
  - Expand to become a yr-long course
  - Develop/publish new SU text & curriculum
  - Cross-listing with other colleges
  - Capstone program in South Africa working with entrepreneurs with disabilities



Phase #3: EntrepUSA / Start-UP Replication

- Led by the Whitman School / Falcone Center
- Re-engage Start-UP NY stakeholders
- Create ‘No Wrong Door’ to entrepreneurship in Onondaga County
- Map available resources for entrepreneurship

Phase #3: EntrepUSA / Start-UP Replication

- Develop new collaborative models
- Utilize Start-UP NY methods in mainstream settings
- Increase access and opportunities for underserved groups:
  - Women
  - Minorities
  - Veterans
  - People who are Homeless

Can we measure success of  
Inclusive Entrepreneurship by..?

- Changes in POWER
  - Designated leaders responsible for the new initiative
- Change in MONEY
  - New or specially earmarked \$\$/blended & braided \$
- Change in HABITS
  - New ways of interacting that becomes the norm, not exception

*Building Blocks of Systems Change (Corp for Supportive Housing 2005)*

Can we measure success of  
Inclusive Entrepreneurship by..?

- Change in TECHNOLOGY & SKILLS
  - Cadre of skilled practitioners to implement, grow and sustain
- Change in IDEAS & VALUES
  - Consensus on new definitions of success, new understanding of problems and solutions

*Building Blocks of Systems Change (Corp for Supportive Housing 2005)*

Building Blocks Influencing Systems  
Change Elements Supporting  
'Inclusive Entrepreneurship'

- Power of LEADERSHIP
- Necessity of COLLABORATIVE PLANNING
- Leveraging the MONEY
- Building the INFRASTRUCTURE
- Power of credible DATA
- Forging NETWORKS to effect change

*(Corp for Supportive Housing 2005)*

Introducing Phillip Moore  
Moore's Detailing & Service Center

- Description of the owner
- Description of the business
- Experience with Start-UP NY
- Experience with Class Consulting Team
- Challenges and Opportunities for the Future

Parting Thought.....

Entrepreneurship is not something you do...  
it is a philosophy that you bring to life.

"Be the change you wish to see in the world."  
M. Gandhi