

# FAQ

## 1. How can my sector help?

Each sector has its own specialties that can help upcoming and novice entrepreneurs. Using the concept of the  $1,000=997+3$ , the 997 supporters are just as important to the 3 who try to start something. It is important for every group to use the resources they are able to offer. Some groups might be able to offer information about starting a venture from past experiences, some might be able to give technical assistance such as with financial documents or contacts in government entities, and others might be able to provide information from a consumer standpoint. The most important thing is just being in the room. While you might not directly help with every venture, you might have contacts with someone who can! While we don't have specific information about how every group can help at this time, think about what resources or experiences you have and how they could help a novice starter.

## 2. Who is Victor Hwang?

Victor Hwang is the CEO and Founder of the "Right to Start" organization. Victor is an economic growth expert who has worked as a board member on the Silicon Valley Forum and along with the Kauffman Foundation and has helped over 300 communities, cities, states, companies, and entire countries strengthen their economic prosperity.

## 3. How will we decide which entrepreneurs to connect to which supporters?

We will start with a general group of people from diverse skills, backgrounds, and sectors gathered together to create a communal infrastructure that supports and fosters small and local businesses to thrive in the Berea community. From there, we will further assess the needs and accomplishments of entrepreneurs as well as the skillset and specialties that the supporters have offered to best pair entrepreneurs and supporters together. As a community advocacy group, every member has the ability to help one another whether through encouragement, advice, referrals, constructive criticism, experience, or knowledge and education.

## 4. How will we decide which entrepreneurs to throw a start-warming party for?

Any entrepreneur who has a startup, who is prepared to showcase their innovation, or has a pitch for their contributions to the area

## 5. Why is it a challenge for local entrepreneurs to have a successful business/enterprise?

It varies depending on the entrepreneur, but a few reasons we found was due to a lack of experience, knowledge, and support. Not every entrepreneur is an individual who has a developed background in business, marketing, or accounting yet they still desire to have their own business/enterprise. It is those individuals, and others like them, who have not been the most successful in their journey with starting their own business. Ultimately, they come to a roadblock and do not have the expertise nor resources to get through. This leads to either a series of difficulties to a frustrative attempt or giving up.

## 6. Why do people feel they fail?

Ultimately, it is due to fear and inexperience. Individuals are afraid to begin because they aren't sure where to start; where they'll go; if they'll gather support; if they will be able to dedicate the amount of time it demands; if it's a stable and strong enough idea; whether they'll be able to finance both a business and themselves/family; etc.

## **7. How do we prepare students to design, be creative, and think entrepreneurial?**

The best way to encourage students to design, be creative, and think entrepreneurial is to provide them with real-life experiences through internships, fieldwork/research, connecting with professionals in their field of interest, and projects related to their field of interest. Once students are able to conceptualize the importance of these skills then they can begin to reap the benefits of them.

# **Manifesto**

## **1. Why do we do what we do?**

Given the fragile state of our economy, flaws have been exposed that can no longer be ignored. We seek to rebuild the American economy by supporting and uplifting businesses, ventures, and novice entrepreneurs in local communities. We aim to dismantle the barriers that people face when starting a new business as well as providing resources to people to adapt, start, and grow to find alternative sources of income, restart closed businesses, and open new businesses to provide needed things.

## **2. Who is the Right to Start Organization?**

We are an organization that advocates for policy change because while political leaders want to hear from citizens, most entrepreneurs and other starters are often too busy (or too cash-strapped) to advocate for themselves. So we want to be a voice for the voiceless starters. Talk to political leaders, and let them know the Right to Start deserves their support.

## **3. What do we believe?**

We believe that to change a nation, we must first change hearts. The Right to Start is more than just an economic or political strategy – it is a philosophy grounded in a set of beliefs about how the world should be.

## **4. What are our six principles?**

- i. Everyone has a fundamental Right to Start.
- ii. We must protect and nourish starters.
- iii. To level the playing field, tilt it
- iv. Renewal comes bottom-up.
- v. Grow ecosystems to grow economies.
- vi. All of us matter.

## **5. How do we think we can advance?**

We will fight to enshrine the Right to Start permanently in our economic and governmental system by these three strategies:

- i. Change minds.
- ii. Change Policies and
- iii. Change communities

## **6. What policies do you wish to implement?**

There are four prioritized policies that our campaign is striving towards:

- i. To create a level playing field and less red tape
  - a. Eliminate startup costs

- b. Liberate workers from former employers
  - c. Cut tax hassles
  - d. Dedicate government contracts to young businesses
- ii. To equalize access to the right kinds of capital everywhere
  - a. Quickly expand capital for young businesses
  - b. Spur local financial innovation
  - c. Make fundraising easier
- iii. To expand knowledge to start businesses
  - a. Promptly expand access to entrepreneurial learning through local providers and libraries
- iv. Democratize the ability to take risks
  - a. We should rapidly make healthcare more portable and defer student loan payments

## Starter Kit

### 1. What's a Start-Warming Party?

It's like a housewarming party, but to help people launch a startup venture. It doesn't have to be a company. It could simply be a project on Etsy or Kickstarter, a new initiative at your local school, a new book getting published, a side project on the weekend, or just an idea to start something new.

### 2. Who can attend Start-Warming Parties?

Anyone can attend a start warming party! Anyone who is interested in supporting local businesses and companies, those who have recently started a business in the last five years, currently established business owners, politicians, etc.

### 3. How would the Start-Warming be held?

It can be hosted virtually on Zoom or Facebook Live. In the future, after the pandemic passes, it can be hosted in-person wherever the startup is initially based – HQ Zero – such as a living room, garage, basement, first retail space, or somewhere else.

### 4. How long would the Start-Warming Party last?

The format is simple. A 30-40 minute conversation, based on the question, “How can we help you start?” We are keeping it casual, nothing formal.

### 5. Why Should I attend a Start-Warming Party?

Every month out of 1,000 of us, only 3 start new businesses. But those 3 can't succeed on their own. The success of the 3 depends on what the other 997 do – how a community wraps around its starters. Each of us in the 997 can contribute in our own way to enhance the success of the 3. And hopefully grow that number.

### 6. How can I contribute to the overall success of the Right to Start organization?

There are several things you can do to support the Right to Start organization:

Make useful introductions.

Share your expertise.

Mentor someone.

Provide feedback.

Connect starters to potential partners or employees.

Introduce them to people with useful skills.

Convene starters so they can help each other.

Teach entrepreneurial skills to the next generation.

Give emotional support for the lonely journey

## **7. How to stay connected after the Start-Warming Party?**

Sign up for the Right to Start newsletter to receive biweekly updates on the campaign and Join a live broadcast of the Start Show where a new community will be featured in every episode.