

Networks

- Entrepreneur's networks
- Diaspora networks
- Multinational corporations

Early Customers

- Early adopters for proof-of-concept
- Expertise in productizing
- Reference customer
- First reviews
- Distribution channels

Labor

- Skilled and unskilled
- Serial entrepreneurs
- Later generation family

Educational Institutions

- General degrees (professional and academic)
- Specific entrepreneurship training

Infrastructure

- Telecommunications
- Transportation & logistics
- Energy
- Zones, incubation centers, clusters

Government

- Institutions (e.g. for R&D, jump start funds)
- Financial support
- Regulatory framework incentives (e.g. tax benefits)
- Research institutes
- Venture-friendly legislation
- E.g. Bankruptcy, contract enforcement, property rights, and labor

Leadership

- Unequivocal support
- Social legitimacy
- Open door for advocate
- Entrepreneurship strategy
- Urgency, crisis and challenge

Financial Capital

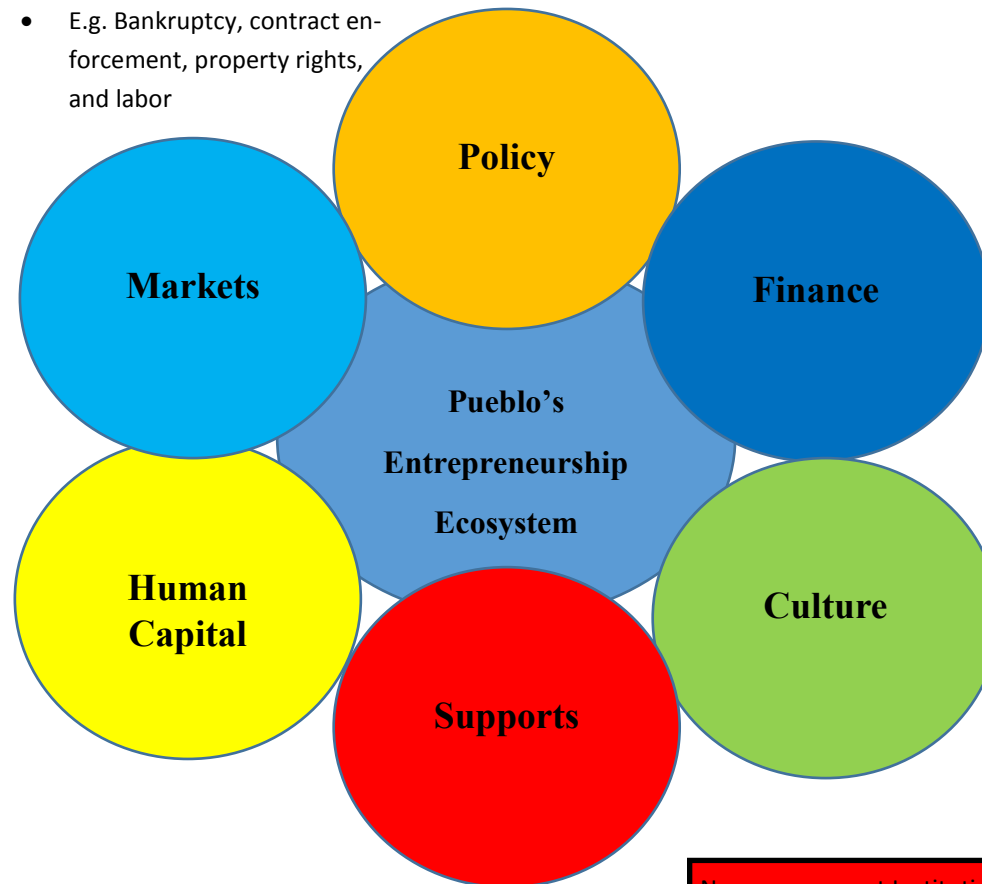
- Micro-loans
- Angel investors, friends, and family
- Zero-stage venture capital
- Venture capital funds
- Private equity
- Public capital markets
- Debt

Success Stories

- Visible successes
- Wealth generation
- International reputation

Societal Norms

- Tolerance of risk, mistakes, failure
- Innovation, creativity, experimentation
- Social status of entrepreneur
- Wealth creation
- Ambition, drive, hunger



Support Professions

- Legal
- Accounting
- Investment bankers
- Technical experts, advisors

Non-government Institutions

- Entrepreneurship promotion in non-profits
- Business plan contests
- Conferences
- Entrepreneur-friendly associations

Financial Capital

- Southern Colorado Economic Development District (SCEDD)
- Angel investors, friends, and family
- EPIC Micro-loan program
- Pueblo County Revolving Loan Fund
- Commercial Bank Loans
- Community Loan Programs

Success Stories

- Home of Heroes
- Center for American Values
- Historic Arkansas Riverwalk
- Home of Pueblo Chile
- CSU-Pueblo and PCC Hispanic Serving Institution designation
- Professional Bull Riders International Headquarters
- Manufacturing and Innovation Center
- Colorado State Fair
- Small Business Development Center Excellence Center Awardee

Economic Clusters

- Blue collar/hard-working
- Tough-minded
- Steel workers/Manufacturing
- Strong loyalty to the city
- Low tolerance of risk
- High creativity (arts/makerspace)
 - Pueblo Arts Alliance / Creative Corridor
 - Pueblo Downtown Association
- Goals
 - Innovation
 - Technology

Leadership

- Strong support, but little collaboration
- Opportunity for growth
- Strategy is to start with an accelerator/co-working space
- Sense of urgency with current economic situation

Government

- Pueblo City Council
- Pueblo County Commissioners
- Pueblo Urban Renewal Authority
- Pueblo Economic Development Corporation (PEDCO)
- Pueblo County Economic Development and Geographic Information Systems
- Pueblo West Metro District (PWMD)
- Pueblo City-County Library District
 - Idea Factory - Online Business Database

Infrastructure

- Transportation
 - Railroads, highways, airport, postal services
- PuebloPlex
- Vestas Wind Systems
- The Business and Technology Center (BTC—Incubator space)
- Private agencies

Non-government Institutions

- Startup Pueblo
- Pueblo Entrepreneurship Competition

Support Professions

- Southern Colorado Small Business Development Center (SBDC)
- Pueblo Service Corps of Retired Executives (SCORE)
- Private Professionals
 - Legal
 - Accounting
 - Investment Bankers
 - Insurance Agencies

Networks

- Pueblo Open Coffee Club
- Startup Pueblo Meetup
- Business Women's Network
- Chambers of Commerce
 - Latino Chamber (-PTAC)
 - Pueblo West Chamber
 - Greater Pueblo Chamber

Early Customers

- Millennials in the community
- PCC Manufacturing & Innovation Center
- PCC STEM Center
- Pueblo Library makerspace
- Goals:
 - Accelerator Program
 - Catalyst Campus

Labor

- Highly skilled Computer science, engineering, cyber security, culinary, trade, and business students at CSU-Pueblo and PCC
- Skilled manufacturing workforce
- Pueblo Workforce Development Center
- Staffing agencies

Educational Institutions

- Colorado State University-Pueblo
 - Hasan School of Business
 - Healy Center
 - Engineering Department
- Pueblo Community College
 - Pueblo Corporate College
 - PCC STEM Center

