

# CURATION

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RENAISSANCE ENTREPRENEURSHIP CENTER

# GALLERY APPROACH

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- RICH CITY RIDES – Retail bike and skate shop owned by non profit
- 523 RODS – Sustainability focused auto body shop funded by detailing


# SPACE

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## CONSTRAINTS:

- Limited access to capital
- Resistance to feasibility
- Scale competes with proof of concept

## NEEDS:

- Manufacturing or Preparation Areas
  - Planning and Meeting Space
  - Retail Store Fronts and Storage
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# OPERATION SPACE AND COLOCATION

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# TECHNICAL ASSISTANCE

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- Clients cannot forecast problems
- Each solution solves one issue but creates three more
- User error is most of the problem
- “We don’t know what we don’t know”

# ON DEMAND CONSULTING

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- Legal Assistance: Contracts, Operating Agreements, Commercial Leases, Equipment Rental
- Technology Training: QuickBooks, Xero, Weebly, Wix, Square, Paypal
- Employees/Human Resources: Hiring, Workforce Development
- Business Engagement: Leadership, Civic Involvement, Advocacy, Networks
- Financials: Book Keeping, Accounting, Forecasting



# MARKETS

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- Myopic description of the value add
- Clients serve their tribe but do not grow it
- Growth is required as customers phase out or switch lifestyles
- Customer acquisition and user design requires hands on study

# EVENT PARTICIPATION AND MARKETING

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## PARTICIPATION



## MARKETING





# ECOSYSTEM

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- Multiplier effect
  - Jobs create even more jobs
  - Social enterprise employment wages trend higher than available options
- Supplier Diversification
  - Encouraging social enterprises to select local suppliers
  - Social enterprises set up horizontally along industries
- Power In Numbers
  - Co-opetition

# QUESTIONS

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