

Why does KC entrepreneurship matter?

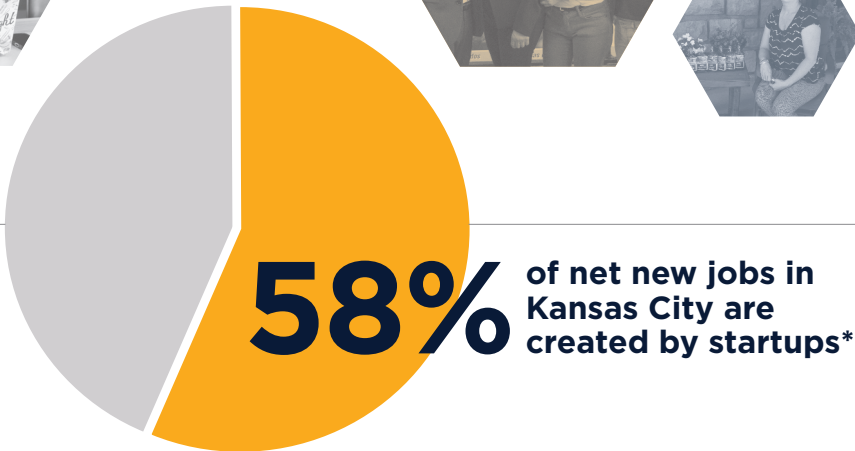


WE CREA+E

State of KC Entrepreneurship 2019
wecreatekc.com

Headlines may boast of new jobs from big corporations looking for a spot to land their second HQ, but it's our entrepreneurs who disrupt industries, solve problems, attract next-gen talent—and create jobs.

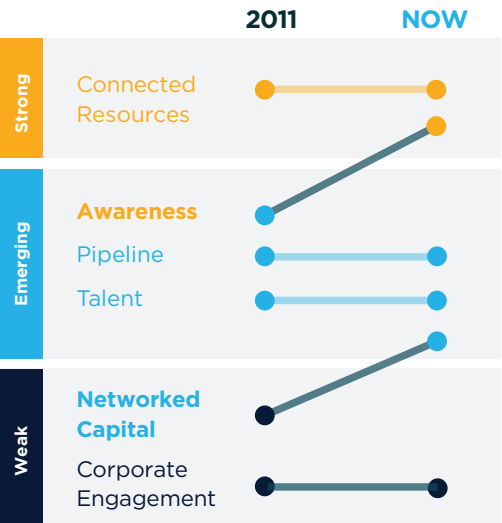
Kansas City startups* generated approximately 80,000 net new jobs from 2013 to 2017, accounting for more than half of all new jobs in the Kansas City region.



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* Defined as companies with fewer than 20 employees that hired their first employee from 2013-2017

Kansas City is better, connected.



We're making progress.
Kansas City is moving the needle for entrepreneurship, but we still have work to do. We need to invite more entrepreneurs from underestimated communities into the hope of entrepreneurship, build bridges between startups and corporations, fully develop a capital continuum, recruit talent, move ideas to market and tell the story of KC entrepreneurship.

How can you advance entrepreneurship and innovation?

Whether you're an investor, corporate leader or aspiring entrepreneur, get involved and get connected.

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KCSourceLink is your connection to KC entrepreneurship, with a network of 240+ business-building organizations. The goal: to make resources more visible and more accessible to anyone who wants to start, grow or accelerate a business in Kansas City.

KCSourceLINK. with support from Ewing Marion KAUFFMAN Foundation



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How can you advance KC entrepreneurship?

1 Connections

Be a bridge to opportunities and resources.

The depth of an entrepreneur’s network is a key indicator of business success. That’s where most business owners get introductions to mentors, customers, investors and, of course, the feedback and support they need to grow. You can be the last mile: Connect entrepreneurs to resources and be prepared to make a referral to KCSOURCELINK.

Here are the top 5 requests by KC entrepreneurs:

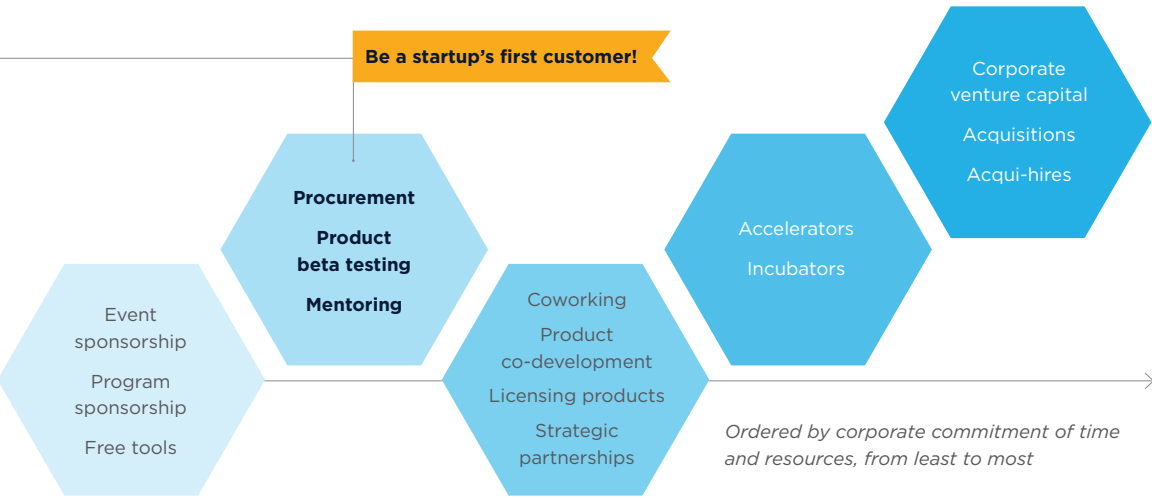


2 Customers

Shop local, source local.

Kansas City corporations can serve as critical mentors and first customers for Kansas City startups. And everyone can shop local and direct their dollars for goods and services to locally owned stores and companies.

Here’s how corporations can support KC startups:

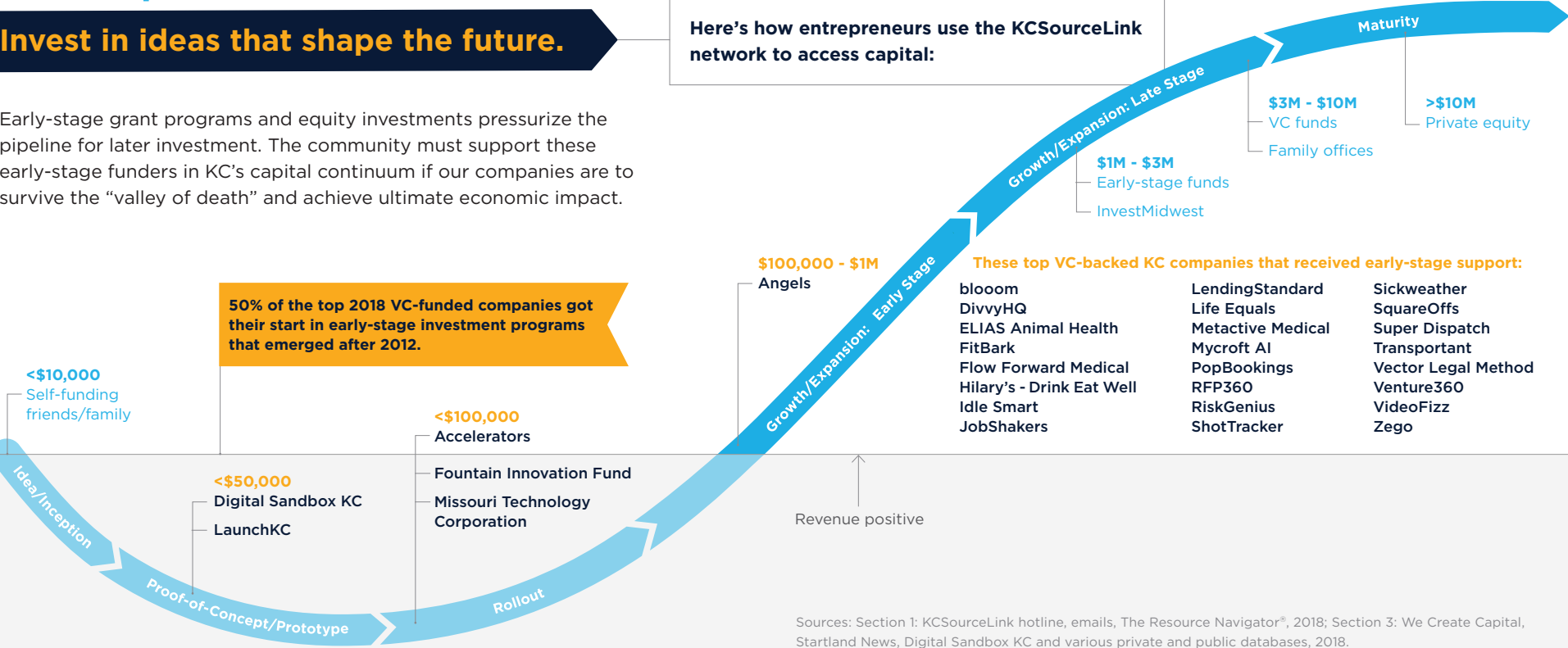


3 Capital

Invest in ideas that shape the future.

Early-stage grant programs and equity investments pressurize the pipeline for later investment. The community must support these early-stage funders in KC’s capital continuum if our companies are to survive the “valley of death” and achieve ultimate economic impact.

Here’s how entrepreneurs use the KCSOURCELINK network to access capital:



What do Kansas City entrepreneurs look like?

Entrepreneurs and the companies they lead are different—and they need different resources. From the quirky and quaint shops that lend character to our boulevards, to the maker collectives that showcase our Midwestern creativity, to the industry-busting tech that shapes our city’s future, entrepreneurs and business owners make Kansas City a better place to work, live—and dream.

