

## PATHWAY RESOURCES

### What Are Pathway Resources?

Every community has resources that support area entrepreneurs. The first step in growing a stronger support environment for entrepreneurs in your community is to identify and engage the resources already at work in your area. There are many kinds of resources. Pathway resources are people in your community who come into regular contact with entrepreneurs. By helping them understand that you have ways to help entrepreneurs, pathway resources can connect entrepreneurs to your entrepreneurial development system.

Based on our work in communities across North America, we have discovered many different kinds of pathway resources including the following:

Business	Government	Non-Profits
Accountants & Book Keepers Attorneys Computer Stores Business Equipment Stores Office Supply Stores	Municipal Clerks City Managers County Executives Zoning & Permitting Offices Development Offices	Churches Child Care Centers Chambers of Commerce Development Corporations Family Assistance Programs

The table above provides only a partial list of potential pathway resources. Be creative and think about where your entrepreneurs have contact with people and organizations in your community. For millennials, it may be a favorite watering hole or coffee shop. Be creative in mapping your potential pathway resource partners.

Not all of these people may be entrepreneur pathway resources now, but with some intent and hard work, you can cultivate all these players to become part of your system of support for entrepreneurs.

