

# Entrepreneurship Toolkit Series and Lean Innovator Cohort.

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## *2022 Inspire Giving Opportunity*

### **Organization Description & Mission Statement\***

If you answered "no" to the question above, please provide a brief description of your organization and its mission. If your organization already has a GivingEdge profile please provide the link to your profile.

The University Foundation at Sacramento State promotes philanthropy to provide a level of excellence at the University beyond what is possible through state funds. The University Foundation board members accomplish this goal by helping to raise private resources that advance the mission and priorities of the University, and serving as ambassadors for philanthropy in the University community. The board provides stewardship in the prudent investment of resources, ensuring the integrity of the Foundation through accountability and transparency in its dealings.

### **Operations History\***

Please describe your organization's operations history. If you are a fiscally sponsored organization, also describe the fiscal sponsor's operations history.

Sacramento State is organized into seven academic colleges and a college of continuing education. The university is also a member of the consortium that operates Moss Landing Marine Laboratories, offering curricula in marine sciences. In keeping with its proximity to a burgeoning electronics industry, the university is developing expanded applications of technology to learn through computerized and televised instruction over a wide area of Northern California.

The university reached an important strategic milestone. Sacramento State launched Destination 2010, an initiative focused on creating excellent academic programs, new student facilities and a more welcoming campus culture and environment. During that time, the campus constructed the four-story Academic Information Research Center, Parking Structure III (which at 3,000 spaces is the largest in the CSU system), the new Hornet Bookstore, Eli and Edythe Broad Athletic Fieldhouse, and the American River Courtyard residence hall.

### **Project Name\***

Entrepreneurship Toolkit Series and Lean Innovator Cohort.

### **Number of people served.\***

How many people do you project will be served by this project?

2379

### **Primary Racial/Ethnic Group Served\***

All Ethnic Groups

### **Primary Population Served\***

All Populations

### **Primary Program Area\***

Economic Development

### **Primary Geographical Area Served\***

Sacramento County

### **Primary Age Group Served\***

All Age Groups

## **Describe the project, program or other efforts for which you are applying for funding.\***

Include how your project, program or other efforts will impact the focus area of Community and Economic Development and Affordable Housing.

In 2021, we aim to run five Virtual Entrepreneurship Toolkit Series. These five-week long programs that support emerging entrepreneurs and growth-stage businesses with the tools, mindsets, and frameworks to launch and scale their business. These five-week long series serve as an entry point for entrepreneurs to gain education, skills, and connections to support them in solving their business challenges. In addition to this, as they attend these sessions our entrepreneurs are able to leverage one-on-one consulting from the Carlsen Center team (an executive director and two entrepreneurs-in-residence). The one-on-one consulting varies based on the needs of the entrepreneur but can be supportive of business planning, fundraising, market development, prototyping, and capacity building (connecting to Career Center on campus and courses for student support).

Lastly, the Carlsen Center will utilize its role as a hub in the innovation and entrepreneurial ecosystem to connect with key partners to ensure diverse businesses are involved and engaged in these services. The Carlsen Center has partnered with the City of Sacramento on a mentoring platform that will serve as a free auxiliary resource for these entrepreneurs in overcoming their challenges.

## **Primary Target Population\***

Describe the primary target population of your project.

Our strategy for supporting diverse small businesses especially those led and owned by Black, African American, Latino, Asian American, American Indian, and Alaska Native people is leveraging an Entrepreneur-in-Residence structure that utilizes the full weight of the University and Carlsen Center to support entrepreneurs with hands on experiences and best-in-class education. The Entrepreneur-in-Residence will deliver Virtual Entrepreneurship Toolkit Series as well as provide one-on-one consulting to clients coming into the Carlsen Center.

The target audiences will be reached through community partners such as but not limited to the Inclusivity Project (SBDC Program), Sacramento Hispanic Chamber of Commerce, Sacramento Asian Chamber of Commerce, Sacramento Black Chamber of Commerce, FourthWave, student clubs, etc.

## **Intended Outcomes\***

Describe 2-3 key outcomes your organization wants to achieve as a result of the Inspire Giving Grant.

Include how the in-kind and volunteer opportunities will help achieve these outcomes.

Through the generosity of the Inspire Giving grant, the Carlsen Center aims to have 2 key outcomes.

The first outcome is to have new business starts. We would like to be able to start 5 to 10 new businesses through these funds. We would deem a new business start as one in which someone (forms an entity, sole proprietorship, purchases business needs, makes sales, etc.) The second outcome is to support the founders in raising capital for their ventures. We would aim to see our cohort of founders raise \$100,000 within 12 to 18 months of the program.

## **Project Sustainability\***

Indicate the ways in which future funding needs for your requested project will be addressed after funding from the Sacramento Region Community Foundation has ended.

The Carlsen Center Entrepreneurship Toolkit Series and Lean Innovator Cohort will remain sustainable through the generosity of individual, corporate and foundation donors. In addition, the Carlsen Center has budgeted funds to be able to offer programming beyond what philanthropy can accomplish.

## Organizational Representation\*

Part of what makes this grant unique is that in addition to the grant funding, Inspire Giving will call on its network of connections, to provide volunteers and in-kind contributions to further support the applicant's project, during the grant year.

The Carlsen Center would utilize volunteers and in-kind contributions for its graduates and those that utilizes its services. For example, the Carlsen Center would provide its platform of burgeoning entrepreneurs to connect to in-kind awards at the concluding pitch events. As it pertains to volunteers, the Carlsen Center would utilize volunteers as guest speakers as well as one-on-one mentors for the program. Below is the contact info for your point of contact with Sacramento State.

## Project Budget Narrative\*

Provide a budget narrative with a brief justification for your expenses. Also, please explain what other sources of funding you may be pursuing or have secured to help fund this project.

**Please note that this grant cannot be used solely to offset salaries.** Finally, make sure to indicate any in-kind services and/or volunteer hours that are a part of your request.

The Carlsen Center for Entrepreneurship and Innovation at Sacramento State can provide workshops based on funding from community partners. For our Virtual Toolkit Series and Lean Innovator series, we are seeking a community partner to fund this initiative. A gift of \$10,000 from the Inspire Giving Fund would allow us to cover the costs of putting on the series. These costs consist primarily of speaker fees and technology to be able to provide these workshops in a virtual setting.