

The St. Louis' Equity in Entrepreneurship Collective is an intentional effort of regional entrepreneur support organizations, investors, funders and company founders working to ensure that **systems** built to support new entrepreneurs operate equitably, especially related to race and gender.

HEADLINES

The Collective established a **strong collaborative foundation...**

Collective action teams made **strong progress** on all four pathways to equity...

Engaged Collective members expressed interest in **equity data** and **building strong partnerships...**

- ... and is actively seeking opportunities for **broader ecosystem involvement.**
- ...that will support **forward momentum** in each area of work in 2019.
- ... while seeking additional **approaches to increase awareness of and action on equity issues.**

COLLECTIVE ACTIONS

The St. Louis Equity in Entrepreneurship Collective drives changes in the St. Louis entrepreneurship ecosystem as a collaborative group.



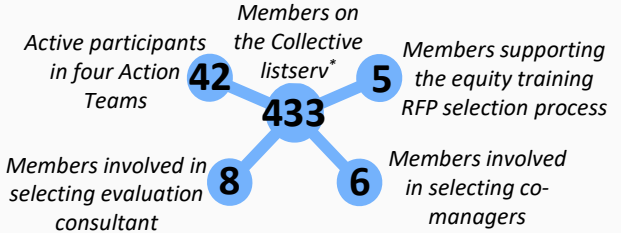
150

Participants in the 2017 St. Louis region's first-ever summit focused on disparities in entrepreneurial opportunities and outcomes



2

Co-managers selected by members of the Collective to support planning, momentum, and evaluation



Members on the Collective listserv* **433**

- Active participants in four Action Teams **42**
- Members supporting the equity training RFP selection process **5**
- Members involved in selecting evaluation consultant **8**
- Members involved in selecting co-managers **6**

*Members may have participated in more than one activity; categories are not mutually exclusive



19

Signed partnership agreements with Collective members, outlining shared values, purpose, and commitments



8

Racial and gender equity trainings offered in a series that built on one another



43

Attendees, 15 of whom attended more than one training in the series



31

Participants in a September 2018 convening to share updates; clarify strategies, values, and vision; and build momentum around the Collective's work

Pathways to Equity Action Teams

At the 2017 Equity in Entrepreneurship Collective summit, participants identified needed changes to the ecosystem to promote equity. Collective Action Teams were formed out of the summit to address what they now call Pathways to Equity.



This action team is focused on transparency and accountability. Early activities were to understand the characteristics of entrepreneurs being served and in what ways. Compiled data showed 835 unique entrepreneurs are being served; generally multiple organizations are not supporting the same entrepreneurs.

- The data was compiled from existing survey results at 13 ESOs in St. Louis, to limit survey burden on entrepreneurs.
- The data represented a baseline of existing data in the ecosystem.
- A report on the data is in process of being prepared for public consumption. A communications plan for sharing the report is also in progress.



This action team is focused on "way-finding" in the system. Early activities looked at how entrepreneur support resources are distributed throughout the St. Louis region and to what extent they are distributed equitably.

- A survey of 22 ESOs and found:
- ESOs are not using third party/partner's calendars to promote their events or publishing a profile on public resource portals such as Accelerate.
 - ESO leaders are often using personal discretion when deciding what programs and services to share with clients.
 - referrals to ESOs come primarily through word of mouth.

The team interviewed other cities to learn how they create and support equitable way-finding.



This action team is focused on driving equity in the ways investors support entrepreneurs. Early activities seek to understand how racial and gender equity are considered in venture capital investment in St. Louis and more broadly. The team is conducting a scan of national and local data and models related to equitable investing in entrepreneurship.

The team is planning to host an investor summit on equity in entrepreneurship, and inviting investors to participate in the Collective by signing of partnership agreements.



This action team is focused on creating an equity tool kit for other organizations to use to improve their equity practices including interacting with and supporting entrepreneurs. (A resource frequently requested by summit and equity training participants). Early activities were to assess the equity in entrepreneurship landscape.

The team conducted an environmental scan of organizations working on race and equity issues in entrepreneurship as well as identifying and considering business incubators and accelerators focused on women and people of color.

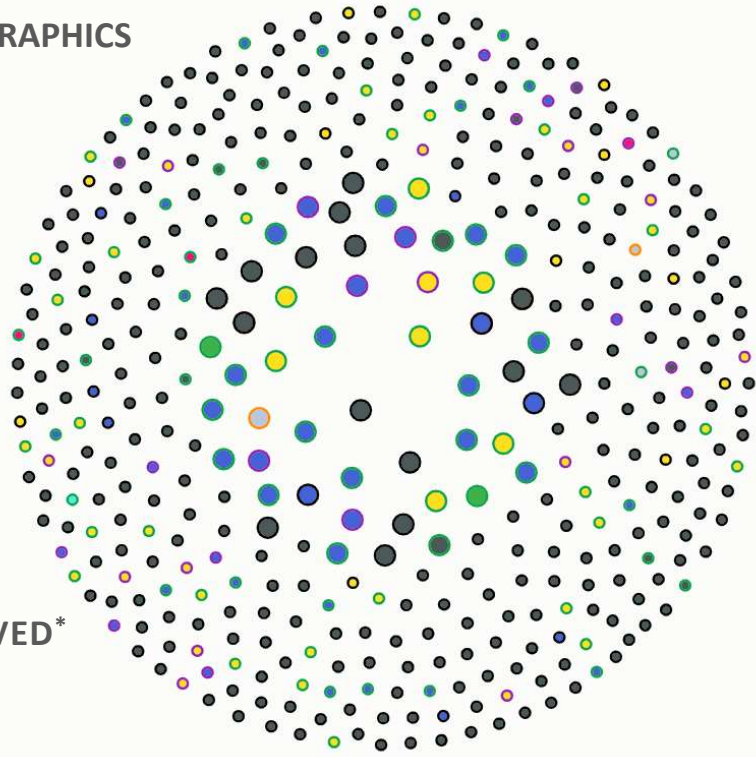
2018 COLLECTIVE ENGAGEMENT

COLLECTIVE MEMBERSHIP DEMOGRAPHICS

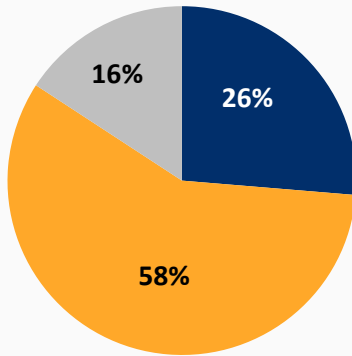
Level of Participation indicated by size:
Unknown < Advocate < Activator < Co-Creator*

- Female
- Male
- Prefer not to respond
- No data
- Asian
- Black or African American
- Hispanic or Latino
- Middle Eastern
- White or Caucasian
- Prefer not to respond
- No data

* Only Unknown and Co-Creator levels are represented in 2018
N= 432



HOW MEMBERS BECAME INVOLVED*



- I heard about the Collective through a mailing list or other outreach
- I was invited/referred by a specific person/organization to the Collective
- My organization sent me to be part of the Collective.

* Based on 19 survey respondents to fall 2018 Collective member survey.

ORGANIZATIONS WITH SIGNED PARTNERSHIP AGREEMENTS

Level of Participation indicated by size:
Advocate < Activator < Co-Creator*

- Entrepreneur
- Collaborative workspace
- Entrepreneur support organization
- Investor

* Partnership agreements have been signed at the Activator and Co-Creator levels as of December 16, 2018.

