

Entrepreneurship Alliance *Incorporated*

The need to provide a system where business communities can nurture and develop the entrepreneurial spirit is prevalent. Now more than ever, small business and entrepreneurs are at the forefront of growing our economy. We must support and coordinate a system that drives innovation and learning environments that ultimately promotes entrepreneurial activity and growth.

To do this, the Entrepreneurship Alliance, Incorporated (EAI) has been established. This group has gathered together to begin the process of setting the tone for an entrepreneurial driven culture throughout the region. The EAI will emerge as leaders in preserving the rights of entrepreneurs and mentoring those who have a vested interest in growing the entrepreneurial spirit of small business.

Goals of EAI:

- ⇒ **Move the entrepreneurial culture forward** throughout the region within a controlled-growth climate.
- ⇒ Establish an **ongoing assessment process for analyzing the business community's needs** leading to the development of an entrepreneurial culture both from a leadership and workforce perspective.
- ⇒ Provide **mentorship** to each other as well as new and existing entrepreneurs as they are exposed to structured and unstructured learning events.
- ⇒ Provide **learning events** that are driven by the business activity throughout the region as well as the immediate project needs of the **Alliance members**.
- ⇒ **Collaborate with educational entities** in assisting the growth of the entrepreneurial spirit of our youth.
- ⇒ Develop and establish an **entrepreneurial toolbox** that will allow entrepreneurs to access resources that are needed for entrepreneurial growth.

Outcomes of EAI:

- ⇒ Increased **survivability of emerging entrepreneurial occupations**.
- ⇒ Increased **marketability of new products and services** of existing organizations.
- ⇒ **Penetration of new markets**, both domestic and abroad, for new and existing organizations.
- ⇒ Development of **entrepreneurial programs within the educational system**.