

# Measuring Impact

## LEAP's One and All Initiative

Katlyn Cardoso

Director of Entrepreneurial Ecosystem Development  
Lansing Economic Area Partnership (LEAP)



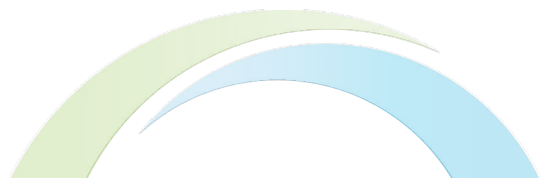


## Hi, I'm Katlyn!

- I live in Lansing with my husband Rigo, our Boxer dog Miles and our cat Tigger
- I started at LEAP in Jan 2019 as their first Marketing Content Manager
- I'm passionate about equity work and helping the Lansing region's small business owners thrive!

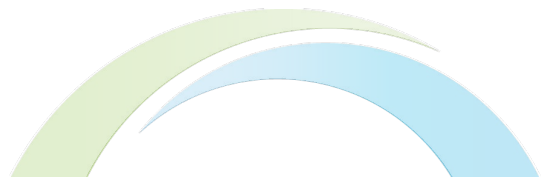
# About LEAP

- The Lansing Economic Area Partnership (LEAP) is the economic development organization for the tri-county region of Clinton, Eaton and Ingham counties.
- Our work is focused on five key areas of economic development:
  - **Attracting new business**, jobs, investment and people from outside the region
  - **Expanding and retaining existing businesses** in the region
  - Supporting **entrepreneurs and startups**
  - Create and support **equitable economic development programs** to unlock the full potential of our local economy
  - Creating and **marketing** the Lansing region as a top choice community



# About One and All

- First-of-its-kind program in the state of Michigan
- 2021 International Economic Development Council (IEDC) Gold Award winner in the Economic Equity and Inclusion category
- Unique combination of business coaching, training, mentorship and access to an extended professional network
- Seeks to increase business success and personal financial stability among participants



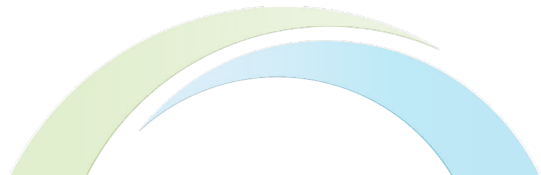
# Funders and Partners

- Funders
  - Michigan Economic Development Corporation (MEDC)
  - Consumers Energy Foundation
  - LEAP
- Program partners
  - The Fledge
  - Refugee Development Center (RDC)
- Curriculum partners
  - Michigan Small Business Development Center at LCC (MI-SBDC)
  - Piper & Gold Public Relations



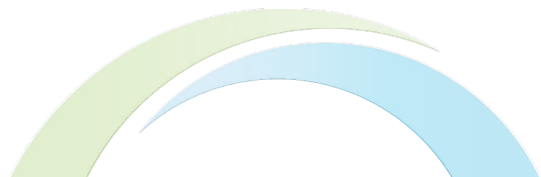
# Program Design

- Webinar-based learning with recommended weekly schedule
- Facebook Live Q&A sessions on special topics
  - Legal and Insurance
  - Marketing and Communications
- Access to additional subject matter experts at weekly check-ins
- One-on-one business coaching with dedicated consultant
- Business plan development as program “capstone”
- \$2,500 seed grant upon successful completion of all requirements



# Who is One and All for?

- Entrepreneurs and small business owners at any stage of their business who fall at or below the Asset Limited, Income Constrained, Employed (ALICE) Threshold
- Focus on increasing successful outcomes for underrepresented business owners (BIPOC, women, immigrants and refugees, veterans, people with disabilities)



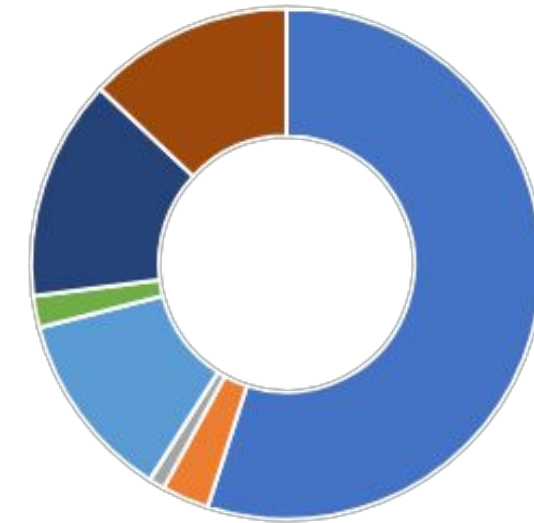
# One and All Graduate Profile

- 79% BIPOC and 74% women
- 41% of participants are age 30-39 at time of application
- 44% have completed some college and 20% have a bachelor's degree or higher
- Average household income of \$26,532/year at time of application
- Average monthly income to fixed monthly expense\* ratio of 88% at time of application

*\*Fixed monthly expenses are defined as housing, childcare, food, transport and healthcare*

*Data as of September 2022*

Self-reported racial identification among program graduates

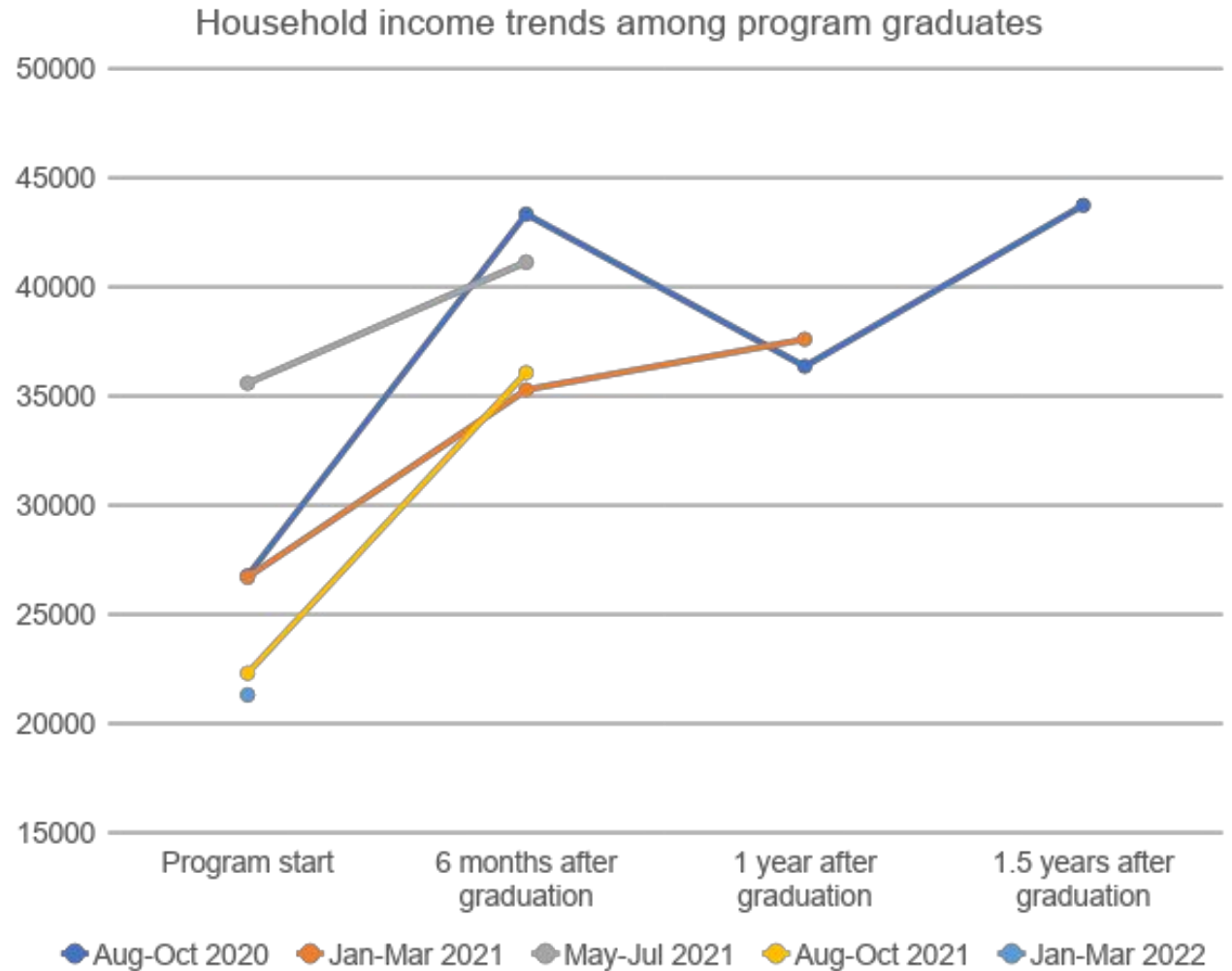


- African American
- Asian American/Asian
- Native American/Alaska Native
- Hawaiian Native/Pacific Islander
- Hispanic/Latino
- Middle Eastern
- White
- Multiracial (two or more races selected)



# One and All Program Impact

- Household income increase of **\$10,000** at six months post-graduation and **\$17,000** 1.5 years post-graduation
- Percentage of household income dedicated to fixed monthly expenses decreased an average of **26%** six months post-graduation
- Participants have celebrated expansion of two existing businesses and eight new physical storefront openings following graduation



# Scaling Deep

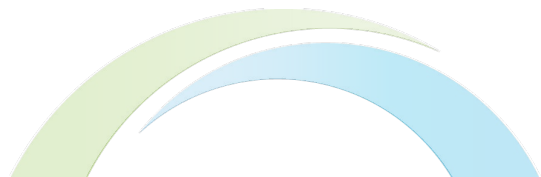
Empowers entrepreneurs to leverage existing resources and relationships to scale their ventures deeply and slowly, embedding small-business owners within their local ecosystem.

**Harvard Business Review**



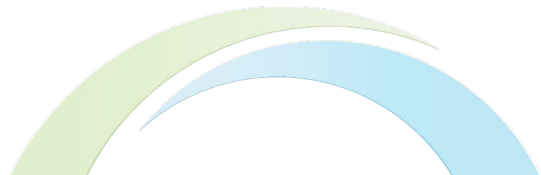
# Building Community

- Graduates are eager to help fellow One and All participants and other Lansing entrepreneurs succeed
  - Better Than Urs Designs pop-up markets
  - Afterglow Market
- Ecosystem connectivity
  - Graduation to Middle Village Micro Market
  - Other LEAP program opportunities
- Slow, steady growth allows businesses to grow deep roots within the Lansing region, which in turn stay to nourish the community that helped build them



# The Future of One and All

- Integrate hybrid learning to balance accessibility/convenience of webinars with enrichment of in-person interaction
- Pair curriculum with practical application advice/relevant ecosystem resources
- More structure and preparation for mentors to improve consistency of mentee experience
- More opportunity for additional learning based on specific business challenges/business types (ex. nonprofits)
- Diversify communication beyond traditional email because most participants already receive many different emails
- Provide opportunities for graduates to stay connected with the ecosystem and give back to peers
- Support mindset development to help participants understand the pivots and stress that can come with being your own boss/owning a business



# The Future of One and All

- \$300,000 of follow-on funding from Ingham County for next two years
- Planning for two 2-month programs each year of ~20 entrepreneurs
- Exploring opportunities to keep alumni connected
  - Quarterly or bi-annual “reunions”
  - “Class president” style role to facilitate class events
  - Culmination celebration this summer
- Continuing to recruit mentors for future programs
  - Interest form available at [purelansing.com/oneandall/mentors](http://purelansing.com/oneandall/mentors)

