ENTREPRENEURSHIP GUIDE

YOUR GUIDE TO THE RIGHT RESOURCES AT THE RIGHT TIME

If your business is in Startup or Scaleup Stage, this guide was created to connect you with the resources you need right now. The Greater Topeka Entrepreneurship Resource Guide is an important new tool for your business. According to YourEconomy.org, businesses with fewer than 99 employees account for more than 65% percent of the Topeka and Shawnee County workforce, making our Entrepreneurship Ecosystem essential to our economic strength.

HOW TO USE THIS GUIDE:

First, in the Business Type section on the right identify the description that best represents your business, and follow that path’s column down through the four Business Stages. Each Stage is identified by a different background color.

Second, locate your Business Stage. Each Stage is divided horizontally with tasks owners focus on during that stage of growth. Listed in those task bars are resources in our community that can assist you with the identified tasks.

Note, in the guide the resources are listed alphabetically with a short description and contact information.

RESOURCES LISTED ALPHABETICALLY

1 Million Cups
Allentowns (DTI, Chamber, and other)
American Business Women’s Association (Chapters: Ad Astra, Career, Express Network)
Black Business First Fridays
Global Entrepreneurship Week
Greater Topeka Chamber of Commerce
North Topeka Business Association
Small Business (Monday, Saturday, Week)
Social Media Club of Topeka
Tepeka Independent Business Association

CoWork Wednesday at 712;
Entrepreneur and Minority Business Development
K-State Research and Extension
Social Media Club of Topeka

712 Innovations - CoWork Space
Entrepreneur and Minority Business Development
Kansas Small Business Development Center
K-State Research and Extension
Kansas Department of Commerce Office of Minority and Women Business Development
Shawnee startups
Veterans Business Resource Center
Washburn Law Clinic
Washburn Small Business Development Center

Black Business First Fridays
Black Business First Fridays supports minority owned businesses by hosting events for local professionals to network, collaborate and educate.

Crowdfunding
The method of raising capital taps into the collective efforts of a large pool of individuals—primarily online via social media and crowdfunding platforms. For more information go to Fundable.com/About/Resources/Guides/Crowdfunding-Guide/What-is-Crowdfunding

Downtown Topeka Inc.
A program of GO Topeka, the EMBD works with minority owned small businesses to provide support in the form of training, financial assistance, and programs and events.

Entrepreneur and Minority Business Development
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BUSINESS TYPES

Innovation – This path is traditionally for technology and high growth companies that find themselves needing capital, workforce and collaborators to grow.
Main Street – This path is for the traditional brick and mortar businesses who typically need resources surrounding renovations, expansion and workforce as well as the occasional incentive.
Microenterprise – These businesses require a small workforce and traditionally conduct most business online. The additional resources that this path needs have to do with capital and collaboration.
Second Stage – For established businesses that are looking for expanding or help creating a succession plan.
Money – For businesses who need capital to grow.
Greater Topeka Partnership

The Greater Topeka Partnership serves as an umbrella agency including nine distinct efforts that support the enhancement of economic development and quality of life in Topeka & Shawnee County. In addition to the Chamber, Downtown Topeka, Inc., G.O. Topeka and Visit Topeka, the entities involved are 712 Innovations, Entrepreneurial and Minority Business Development, Heartland Visioning, FORGE and Momentum 2022, the community’s holistic economic development council strategy plan.

IBSA

I.B. S.

Kansas Department of Agriculture

The agency is dedicated to the total support of agriculture in Kansas. Within this role, the KDA fulfills its statutory responsibility of regulating business functions in accordance with state law. The department works to ensure businesses know how to comply with these laws.

Kansas Department of Commerce, Export Assistance

Export Assistance and Marketing division provides individualized counseling and expertise to Kansas companies expanding their export market. Staff is available to help assess companies’ export readiness, research potential export markets and explain the export process.

Funding and Intensity Certification Program (FACPM)

The FACPM Program is administered by the Kansas Department of Commerce and designed to bring together accredited angel investors with qualified Kansas companies seeking seed and early stage investment.

Kansas Angel Tax Credits

Kansas Angel Tax Credits are available to help assess companies’ export readiness, research potential export markets and explain the export process.

Kansas Small Business Development Center

The Kansas Small Business Development Center provides free technical assistance and counseling related to starting and growing a business.

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Kansas Department of Commerce, Kansas Angel Tax Credits

The purpose of the Greater Topeka Chamber of Commerce is to advance the economic, civic, commercial, cultural, industrial and educational interests.

120 SW Jackson St. | 785.783.4771 | KansasAngels.com

Kansas Department of Commerce, Global Entrepreneurship Week

Global Entrepreneurship Week brings ideas to life, drive economic growth, and expand human welfare. During one week each November, thousands of events and competitions in 170 countries inspire millions to engage in entrepreneurial activity while connecting them to potential collaborators, mentors and even investors.

Global Entrepreneurship Week

November 12 – 18, 2018, Topeka will join the global celebration for the first time.

Global Entrepreneurship Week

120 SW Jackson St. | 785.783.4771 | GlobalEntrepreneurshipWeek.org

Financial Institutions

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**K-State Research and Extension**
- A land-grant institution’s network of education sharing unbiased, research-based information and expertise on issues important to Kansas. It is dedicated to a safe, sustainable, competitive food and fiber system and to strong, healthy communities, families, and youth through integrated research, analytics, and education. K-State Research and Extension is a short name for Kansas State University Agricultural Experiment Station and Cooperative Extension Service.

**Media and Communications**
- Euplexa Chamber of Commerce has many media and communication resources that can help you build your business through promotions and advertisements. The Greater Topeka Partnership will keep an updated media relations list online for your convenience. The GITP supports our members partnering with local media to help your business reach the masses.

**Mid-America Angels**
- Mid-America Angels is an accredited investor dedicated to identifying and funding the most promising early stage companies in the Kansas/Missouri region. The MA network funds deals in the investment range of $250,000 to $1,500,000. MAAs typically participate in seed, Series A and Series B rounds. Depending on the size of the capital raise, MAAs can either lead the round or be part of the investment syndicate.

**Mid-America Manufacturing Technology Center**
- MAMTC (Mid-America Manufacturing Technology Center) helps Kansas manufacturers address challenges and achieve success by:
  - Connecting manufacturing enterprises with valued and trusted resources.
  - Providing information and education to manufacturers and affiliated industries.
  - Advocating for critical local and regional manufacturing issues throughout Kansas and beyond.

**NetWork Kansas**
- NetWork Kansas is a premier network organization that is promoting an entrepreneurial environment by providing a central portal that connects entrepreneurs and small businesses owners who have the right resources—Expertise, Education and Economy.

**North Topeka Business Alliance**
- North Topeka Business Alliance is an locally owned and operated membership organization of business owners and residents of North Topeka. The NTBA’s goal is to have strong membership, outstanding leadership, legislative agenda and coalition building to advocate for the improvement of the economic environment and the quality of life for those who live and work in North Topeka.

**Procurement Technical Assistance Center**
- The Procurement Technical Assistance Center (PTAC) helps small businesses address challenges and achieve success by:
  - Providing information and education to manufacturers and affiliated industries.
  - Advocating for critical local and national manufacturing issues throughout Kansas and beyond.

**SBA-Backed Loans, District Office**
- The US Small Business Administration works with lenders to provide loans to small businesses.
  - The agency doesn’t lend money directly to small business owners. Instead, its guidelines for loans made by its partnering lenders, community development organizations, and micro-lending institutions. The SBA reduces risk for lenders and makes it easier for them to access capital.

**Social Media Club of Topeka**
- Social Media Club of Topeka is a premier network organization for anyone interested in social media. Membership is free and open to all levels, including beginners.

**Small Business Innovation Research Grant Phase I and II**
- The Small Business Innovation Research (SBIR) program is a highly competitive program that encourages domestic small businesses to engage in Federal Research/Research and Development (R/R&D) that has the potential for commercialization. Through a competitive award-based program, SBIR enables small businesses to explore their technological potential and provides the incentive to profit from its commercialization.

**Small Business Startups**
- To help evaluate a business idea or plan, stimulate business growth and ensure lenders and makes it easier for them to access capital.

**Stage 3: ROLLOUT**

**Entrepreneur and Minority Business Development**
- NetWork Kansas
- Procurement Technical Assistance Center (PTAC)
- SBA - Backed Loans
- Shawnee Startups
- Top Tank

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Topeka Business Plan Competitions
Website: washburnsbsc.com/entguide
The Washburn University Business Plan Competition prepares students to start a new business by developing a thorough written business plan for a new product or service. A business plan is an important step towards starting a new venture, as it allows entrepreneurs to analyze how their company will operate and brings together many areas of the business environment.
Washburn.edu/WashingtonCenter/Schools/Bus/BusPlanCompetition.html

Topeka Center for Advanced Learning and Careers TCALC is a program that offers Topeka Public Schools students unique learning opportunities and hands-on experiences in a variety of in-demand career fields. TCALC is not a vocational program. It is an innovative high school program created in partnership with local business and industry.
TopekaPublicSchools.net

Topeka Independent Business Association This organization is proud to promote the晓得, growth and viability of small and independently owned businesses in the Topeka area.
TopekaIBA.org

U.S. Department of Commerce’s International Trade Administration, U.S. Commercial Services The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration. U.S. Commercial Service trade professionals help U.S. companies get started in exporting or increase sales to new global markets. ITA’s customers highly value its local and global network of trusted, impartial and dedicated professionals with specialized knowledge and affordable services.
Trade.gov/CS

Venture Capital Venture capital companies are an integral factor in providing critical private investment capital to high potential early-stage companies. Venture capital firms typically have investors who are experienced in funding and growing businesses in Kansas and surrounding areas.

Veterans Business Resource Center This organization has developed methodologies that can assist with understanding businesses plans, financials, marketing, sales, human resource management, and more.

FIND US ON SOCIAL MEDIA!
GTPartnership
GreaterTopekaPartnership
WashburnSmallBusinessDevelopmentCenter
WashburnIBSCDC
712inovations.com

WE NEED YOUR HELP!
Is this guide missing a resource that contributes to the Topeka and Shawnee County Entrepreneurship Ecosystem? Send the information to info@712innovations.com.

Washburn Law Clinic
Clinical interns provide free legal services to members of the community who cannot afford to hire private attorneys. Clinic faculty members supervise each intern to ensure that every case activity is thoroughly planned, executed and then evaluated.
1700 SW College / 785.670.1197 / washburn.edu/Students/Clinic

Washburn Small Business Development Center
Started in October 1960, the Washburn University Small Business Development Center (WSBDC) provides small business consulting services and training seminars to northeast Kansas entrepreneurs.
120 SE 6th Ave / 785.234.3233 / WashburnSmallBusiness.com

Washburn Tech
Washburn University Institute of Technology is a nationally recognized innovator in career and technical education. The unique affiliation with Washburn University provides the opportunity to start with technical courses and continue to advanced degrees while preparing for today’s careers.
5724 SW Horton / 785.670.2010 / WashburnTech.edu

Washburn East
The new Washburn East, scheduled to open in January 2019, will offer courses in healthcare, construction trades, commercial truck driving and the General Education Diploma (GED). Washburn University and Washburn Tech will provide staff, instructional programs and all certifications. The new 11,000-square foot facility will accommodate 400 students annually.
214 SE Washington St / 785.670.2010 / Washburn.edu

Washburn University
Washburn University is a public institution with more than 7,500 students and 1,000 faculty and staff involved in more than 200 academic programs. All programs are offered through the College of Arts and Sciences and the schools of Applied Studies, Business, Law and Nursing on a 160-acre residential campus. The professional programs are enriched by a long-standing interactive relationship between the campus and Topeka’s business community.
1700 SW College Ave / 785.670.1010 / Washburn.edu

Stage 4: GROWTH/EXPANSION

PROPERTY DEVELOPMENT
Downtown Topeka, Inc.
Red Estate Agents and Developers

GROWTH CAPITAL
Kansas Angel Tax Credits, Kansas Department of Commerce
ArchAngel - Angels
SBA - Backed Loans

MENTORING
712 Innovations
CEO Roundtables

PRODUCT DEVELOPMENT
GIO Topeka
Greater Topeka Chamber of Commerce
Greater Topeka Partnership
Kansas Department of Commerce, Export Assistance
Kansas Department of Commerce, Kansas Statewide Certification Program
Procurement Technical Assistance Center (PTAC)

OPERATIONAL EFFICIENCIES
Workforce Partnerships

EXPANSION CAPITAL
Venture Capital

712 INNOVATIONS

VISIT ONE OF THESE WEBSITES
712innovations.com/EntGuide
GIOTopeka.com/EntGuide
TopekaBusinessPlan.com
WashburnSmallBusiness.com

Administrative Business Hours: M-F 9 a.m. - 5 p.m.
785.783.8062 | info@712innovations.com