

# BECOME A BUSINESS OWNER IN YOUR COMMUNITY



Creating entrepreneurial ecosystems where anybody can become an influential business owner in their community.



Shift KC is an incubator designed to train, mentor, and resource entrepreneurial skills so that anybody can launch and scale a successful, viable business in Kansas City.



Every person has a seed within them to create wealth and wield influence to the 4th generation.

# Shift KC: Seven Steps from Seed to Influence

# SHIFT EMPLOYEE MINDSET TO AN ENTREPRENEUR

- 1. TRAIN: An entrepreneurial incubator shifting mindset and heart.
- 2. RESOURCE: Designated endowment funds to resource early stage entrepreneurs.

# NETWORK, GROW & SCALE A BUSINESS IN 2 YEARS

- 3. NETWORK: Ongoing network events and groups.
- 4. GROW: Business consulting and coaching with the Shift Up team.
- 5. SCALE: Decentralized learning and sustainable practices.

# BE A BUSINESS PRO, INFLUENCING CULTURE

- 6. NORMALIZE: Affect change within the community and the city.
- 7. INVEST: Invest in others

# Shift KC: Timeline from Seed to Influence

## SHIFT

SHIFT EMPLOYEE MINDSET TO AN ENTREPRENEUR

### 10 WEEKS

### **APPLY**

Apply online at ShiftKC.org

Interview with the Shift KC team.

Join a learning cohort

### **FUND** TRAIN

Create a Pitch your action, Opportunity Discovery Canvas

Apply for a

# SHIFT UP

NETWORK, GROW & SCALE A BUSINESS IN 2 YEARS

2 YEARS		
	GROW	SCALE
NETWORK	GROTT	Set and reach
Meet with investors for financial solutions	Join co-working spaces and business	business goals for sustainability
Join ShiftKC's networking group with other grads	Educate yourself in how to run	Receive business coaching and support
Quit your day job	a business  Market your business with proven	Create systems and processes to meet your goals
Meet your budget Create profit through	methods  Contract new work to gain new clients	Expand your operations as you grow
proven cash flow systems		Meet with the Shift Business Coach team

# SHIFT PRO

BE A BUSINESS PRO, INFLUENCING CULTURE

### 2 YEARS +

**INVEST NORMALIZE** 

Standardize your business type

Grow business your city capital and influence within your city

Attend city council meetings to rewrite the DNA of your city

Join a business professional group in

Provide jobs and opportunities for others through your business



# Next steps?

- Learn entrepreneurship: Apply at ShiftKC.org
- Partner with us: Connect with the Shift KC director at ShiftKC.org/partner