



E3: **Equity for Every Entrepreneur**

An introduction to Forward Cities and the E3 Scorecard

WHO WE ARE



Founded in 2014, Forward Cities is a national nonprofit with a mission to *equip* community leaders with strategies and tools to grow and sustain equitable investment in entrepreneurs and the support networks they need to thrive.



FORWARD CITIES

[FORWARDCITIES.ORG](https://forwardcities.org)

[@FORWARDCITIES](https://twitter.com/forwardcities)

NATIONAL REACH



Forward Cities is headquartered in Durham, North Carolina.

E3 Communities

- Orange County/Orlando, FL
- Indianapolis, IN
- Franklin County/Columbus, OH
- Pittsburgh, New Kensington, and Jeanette, PA
- Dallas, TX

ESHIP Communities

- **ESHIP Baltimore** – Maryland
- **ESHIP Kansas City** – includes Kansas City, KS and Kansas City, MO
- **ESHIP Long Beach** – in partnership with the City of Long Beach, CA
- **ESHIP Rio Grande** – includes Albuquerque, Santa Fe, Los Alamos, and Espanola, NM



FORWARD CITIES

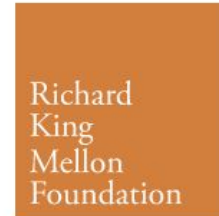
FORWARD CITIES.ORG

@FORWARD CITIES



EWING MARION
KAUFFMAN
FOUNDATION

OUR PARTNERS



OUR EXPERTISE >>>

Equipping communities through capacity-building



THE VISION



E3: Equity for Every Entrepreneur



ABIDE Antiracism Framework for Entrepreneurial Ecosystems



A	ACCESS	Is the opportunity reasonably within reach?
B	BELONGING	Does it resonate with a variety of cultures and lifestyles?
I	INCLUSION	Are multiple perspectives integrated in leadership, design, implementation, and promotion?
D	DIVERSITY	Is there an intentional openness and outreach to all?
E	EQUITY	Are there compensatory considerations to address historical and systemic oppression?

COVID-19

How do the pandemic and its effects exacerbate existing biases, barriers, and and bureaucracy?



CATALYZING >>> SYSTEMS CHANGE

There are three key ingredients for a thriving and equitable environment for entrepreneurs:

- 1 Entrepreneurs**
Operating capital and market opportunities
- 2 Equippers**
Entrepreneurial education, support providers, and resources
- 3 Ecosystem**
The connections, interactions, and alignment between them



E3 Solutions >>>

Matching scores with actionable community solutions

E3 Black Wall St. (12 months)

Catalyzing Black ecosystems in partnership with culturally rooted anchor institutions and allies

E3 Community (12 months)

Sustainable ecosystem development for communities

E3 Navigator (8 months)

Ecosystem mapping and resource navigation



ABIDE (flexible)

Anti-Racism Training for Entrepreneurial Ecosystems

E3 Accelerator (4 months)

Racial Equity, Recovery, & Resilience for government leaders

E3 Region (6 months)

Ecosystem development for regional cohorts

HOW DO YOU MEASURE THE HEALTH & EQUITY OF YOUR ECOSYSTEM?



VISIBLE ELEMENTS

Infrastructure, revenue, programs



INVISIBLE ELEMENTS

Trust, connectivity, awareness



CULTURE

Experiences, perceptions, feelings



EFFICACY

Service delivery, quality, impact



THE GOAL

01 UNDERSTAND

the community's entrepreneurial environment

02 EMERGE

and define challenges to and opportunities for growth

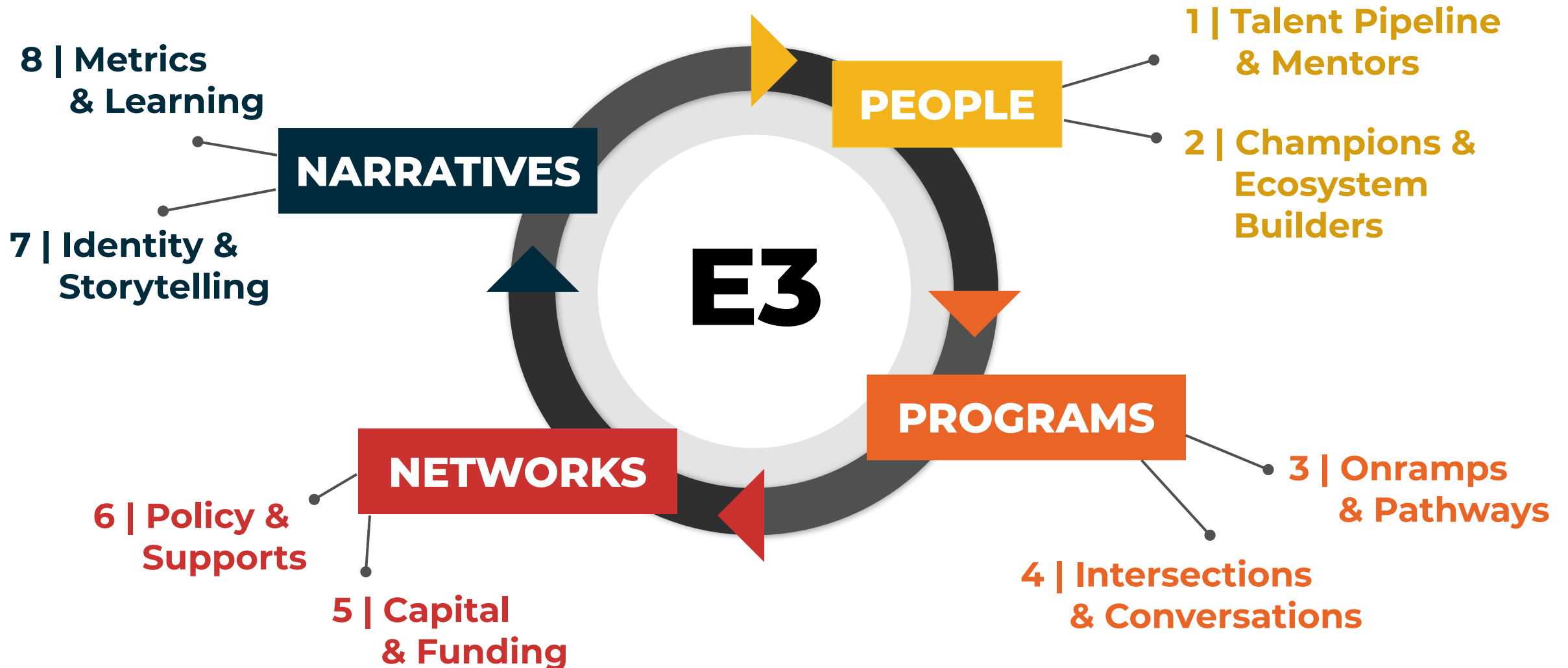
03 ACT

in alignment to address barriers by linking and leveraging assets

04 MAGNIFY

impact by expanding the network of collaborators

The E3 Scorecard: An Overview



E3 Scorecard Report



PROGRAMS

Onramps & Pathways for entrepreneurs and businesses to launch, grow, and/or scale



- Accessible (online and offline) business skills training and technical assistance
- Articulated and active Main St. business recovery and resilience strategy
- MWBE program(s) aligned with pandemic-responsive growth sectors
- Accessible (online and offline) accelerators/incubators for multiple sectors
- Free/low-cost startup and/or entrepreneurial mindset workshops (online and offline)

Intersections & Conversations that facilitate the dynamic interaction of people, ideas, and resources



- Ecosystem (virtual, for now) gathering(s) connecting diverse and representative stakeholders
- Consolidated ecosystem and/or topic-specific event calendar(s)
- Accessible, centralized resource directory(ies) available both digitally and in print
- Accessible and inclusive Public (free) Innovation/work spaces - following local safety mandates
- Entrepreneur-led (virtual, for now) events and initiatives



Onramps & Pathways



Intersections & Conversations

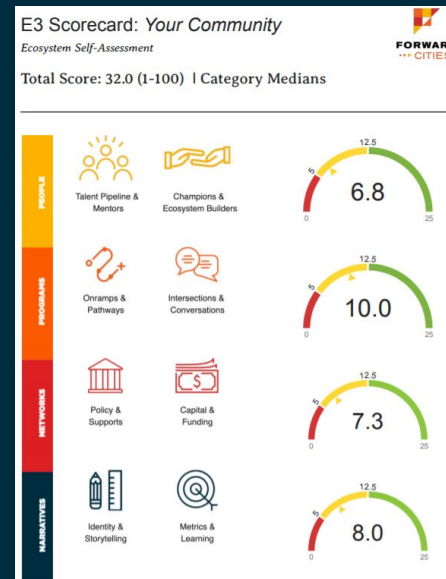


Discovery Process

Collect Input



Analyze Data



Debrief Results



Addressing inequities in the process...



1. Perception of process being evaluative

Position E3 Scorecard as formative experience led by ecosystem stakeholders

2. Lack of buy-in from those with institutional power

Engage those invested in centering equity while reflecting on facets of ecosystem

3. Belief that data collection does not benefit those who provide the data

Define objective of data collection and identify future outputs & opportunities

E3 Scorecard

Sub-categories & Elements

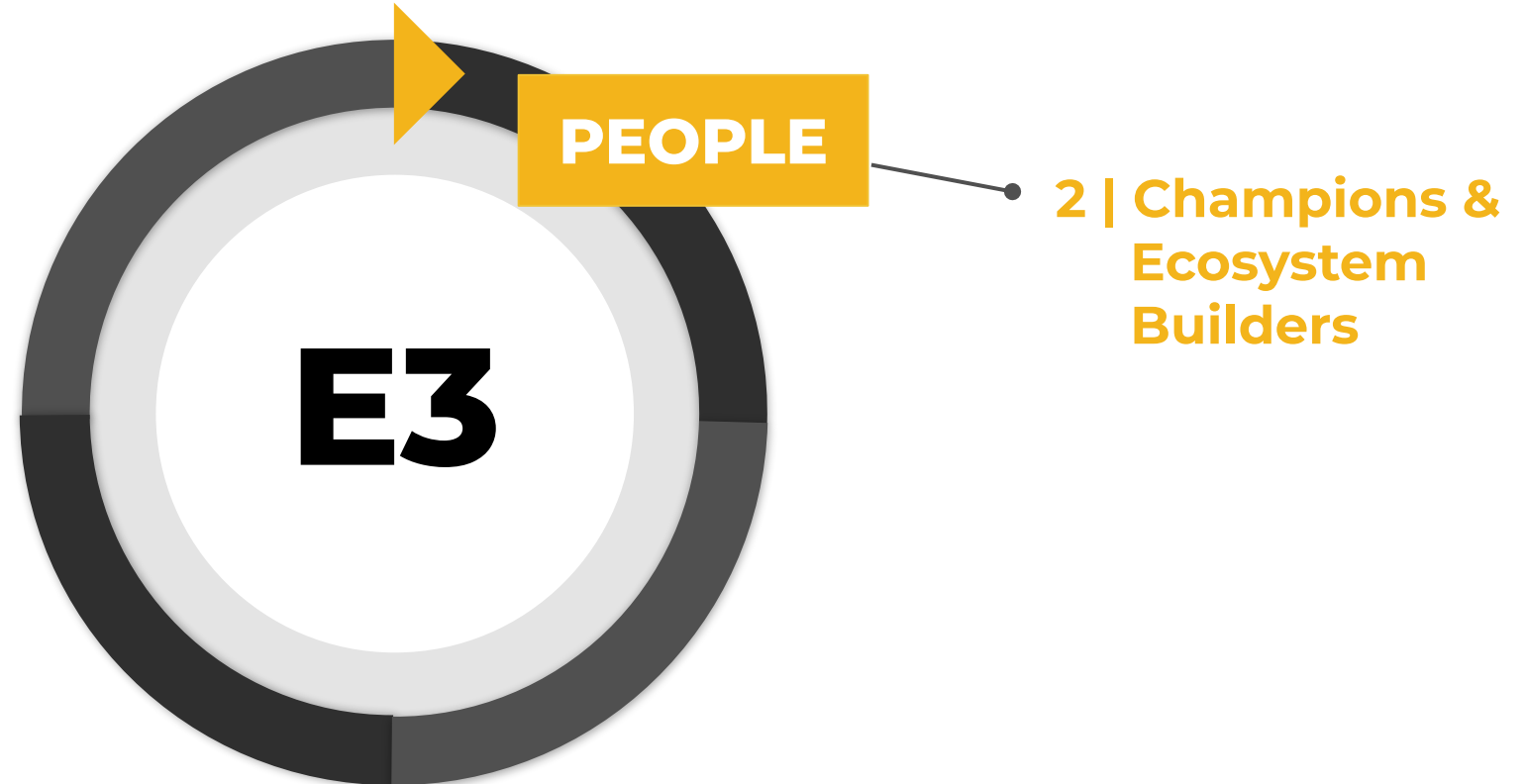
Diverse group of local stakeholders meeting (virtually) on a consistent basis

Common mission, vision, and values - with a focus on equitable recovery

Inclusive and representative leadership in ecosystem strategy

Critical mass of racial equity and cultural sensitivity/ competence

Diverse executive and board leadership among business support organizations



E3

PEOPLE

► Champions & Ecosystem Builders

The Pittsburgh Navigator Program



CONTACT US

Forward Cities values collaboration above all. We are always interested in finding new partners, exploring new ideas, and forging new ground.

We welcome further opportunities for collaboration, shared learning, and engagement and encourage you to be in touch, share your own stories, and join us in this work.

Visit Our Website to Learn More:

[ForwardCities.org](https://forwardcities.org)

Connect with Us Socially:

[@ForwardCities](https://www.instagram.com/ForwardCities)

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