



Regional Strategies...Global Results



Talent Driving Prosperity

July 11-13, 2006 • Anaheim, CA

Growing America Through Entrepreneurship: Project GATE

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Project GATE: The Program

- Four key components
 - Orientation, assessment, training, technical assistance
- Anyone 18 or over is eligible
- Recruitment primarily through One-Stops

Project GATE: A Rigorous Evaluation

- Implemented in five sites:
 - Philadelphia, Pittsburgh, Minneapolis/St. Paul, Northeast Minnesota, Maine
- Experimental design: random assignment of eligible people to program or control group
- Study participants followed for 18 months

Multiple Outreach Approaches Used

- Outreach approaches include:
 - Information at One-Stops
 - Inserts with UI checks
 - Website
 - Mass media advertising
- Outreach success varied considerably by site

A Diverse Group Applied for Project GATE

- Over half of applicants not working
- One fifth already owned a business
- Most did not have a business plan
- Many had poor credit and few assets

Diverse Providers Met Diverse Needs

- Two main types of GATE providers:
 - Small Business Development Centers
 - Nonprofit community-based organizations
- Providers varied on mission, clientele, staff, services provided
- Best provider depends on participant's needs

Most GATE Participants Received Training

- Over half of GATE participants took a GATE training course
- Courses varied from introductory to advanced, but most took intermediate courses
- Courses were typically 2 to 3 hours per week, for 10 to 12 weeks

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