

# WHITE HOUSE

# URBAN ENTREPRENEURSHIP SUMMIT

## DATE & LOCATION

June 6, 2011

Rutgers Business School - Newark

## PARTNERS

Rutgers University's Center for Urban Entrepreneurship & Economic Development (CUEED)

*led by Dr. dt ogilive & Dr. Jerome Williams*

Fund for Public Advocacy - Office of the New York City Public Advocate

*led by Reshma Saujani*

Office of Russell Simmons

*led by Michael Skolnik*

Operation HOPE

*led by John Hope Bryant*

Small Business Administration

*led by Marisa Lee*

Startup America Partnership

*led by Michael Smith & Kathleen Warner*

White House Office of Public Engagement

*led by Michael Blake*

White House Domestic Policy Council

*led by Derek Douglas*

## PARTICIPANTS

200 Students from the entrepreneurship track of CUEED and the School of Public Affairs and Administration

100 Members of the business community

50 Members of the funding and social investment communities

25-50 Members of government agencies (local, State, and Federal)

## PROGRAM

8:30 AM

Registration

Master of Ceremonies: **Michael Blake**

9:00 AM

Greetings from Rutgers

**Chancellor Steven J. Diner** and **Mayor Cory Booker**

9:20 AM

**Dr. dt ogilvie**

Russell Simmons Introduction

9:30 AM – 9:45 AM

**Russell Simmons**

Opening Keynote

10:00 AM – 11:00 AM

Panel 1 – ***Unleashing Ideas: Barriers and Challenges to Urban Entrepreneurs***

11:15 AM – 11:30 AM

**Paul Quintero**

Keynote

11:30 AM – 12:30 PM

Panel 2 – ***Investing in Urban Entrepreneurs: Creative Funding/Financing Urban Entrepreneurs***

12:30 PM – 1:15 PM

Lunch

1:15 PM – 2:00 PM

**Don Graves**

Keynote

2:00 PM – 3:00 PM

Panel 3 – ***Government's Role in Investing in Urban Communities***

3:00 PM – 4:00 PM

Breakout Sessions

4:15 PM – 4:45 PM

Next Steps/Assignments

4:50 PM

**John Hope Bryant**

Closing Speech

## PANEL DISCUSSIONS

There will be three panels throughout the day composed of experts in three respective fields: entrepreneurship, investment, and government.

### PANEL 1

#### Unleashing Ideas: Barriers and Challenges to Urban Entrepreneurs

Derek Douglas – White House Domestic Policy Council – *Moderator*  
Alfred Edmund, Jr. – Black Enterprise Magazine  
Greg Gunn – City Light Capital  
Lisa Price – Carol’s Daughter  
Marisa Blackwell – Cravings (Newark, NJ)  
Valerie Mason Robinson (Highland Park, NJ)

- *Personal narratives of the panelists, specifically their experience growing their respective businesses from the ground up*
- *Barriers and challenges they faced such as lack of finance, insecure market demand, scalability, and business support.*
- *What interventions from formal and informal networks have enhanced entrepreneurial success*

### PANEL 2

#### Investing in Urban Entrepreneurs: Creating Funding/Financing Urban Entrepreneurs

Tricia Kerney-Willis – U.S. Dept. of the Treasury – *Moderator*  
Edwin Hong- Seedco  
Michael Grant – President, National Banker’s Association  
Paul Quintero – ACCION USA  
Stephen Vogel – CEO Grameen America  
Tammy Halevy – Association for Enterprise Opportunity  
Tim Reese - MAIN

- *Investment opportunities found in urban businesses and how to identify them*
- *Different styles of investment and how they can be beneficial to different types and sizes of businesses (e.g. Angel investing, venture capital, and microloans)*

### PANEL 3

#### Business & Government: Cross-sector Solutions to Spark Entrepreneurship and Startups in Urban Communities

Don Graves – President’s Council on Jobs & Competitiveness – *Moderator*  
Amy Rosen – NFTE  
Bill de Blasio – NYC Public Advocate  
Cory Booker – Mayor of Newark  
Marie Johns – Small Business Administration  
Scott Case – Startup America

- *Discuss steps the government has taken to empower minority and immigrant run business*
- *What state, local, and Federal regulations, policies and programs including SBA loans, Infrastructure Bank, and Sustainable Communities program help urban entrepreneurs*
- *Discuss ideas on celebrating, inspiring and accelerating startups and high-growth enterprise across sectors.*

## BREAKOUT SESSIONS

The Breakout sessions will be from 2:45 to 4:00. Each group will synthesize the information they heard from entrepreneurs, investors, and government officials and offer solutions and programs to increase urban entrepreneurship.

BREAKOUT SESSION 1	<p><b>Developing an Urban Entrepreneurship Fund</b></p>	<p>Dorothy Brides – City First Bank            Kerry Rupp – DreamIt            Magnus Greaves – 100 Urban Entrepreneurs            Reshma Saujani – Deputy Advocate            Sean Greene – SBA/SBIC            Tarrus Richardson – IMB Development Corporation</p> <ul style="list-style-type: none"> <li>▪ Identify potential investors and partners</li> <li>▪ Identify industries and businesses where there are funding gaps</li> <li>▪ Discuss structure of the fund</li> </ul>
BREAKOUT SESSION 2	<p><b>Creating an Evidence-based Research Model for Growing Urban Enterprises</b></p>	<p>Derek Douglas – Domestic Policy Council            Daryl Williams – Kauffman Foundation            Jeff Kessner – Interise            Dr. Jerome Williams – CUEED            Michael Porter</p> <ul style="list-style-type: none"> <li>▪ Identify principal challenges faced by urban entrepreneurs</li> <li>▪ Identify existing and/or planned research programs (e.g. CUEED)</li> <li>▪ Identify high-policy-impact research, questions, and programs and develop an implementation plan based on these results</li> </ul>
BREAKOUT SESSION 3	<p><b>“Generation Urban Entrepreneurship”</b></p>	<p>Ari Matusiak – White House Business Council            Christopher Evans – US Department of Treasury            Jeff Johnson – Jeff’s Nation            Jill Johnson – Institute Entrepreneurial Leadership            Quincy Jones III – QD3            William Jawando – Department of Education            Jamail Larkins, Founder and CEO, Ascension Aircraft</p> <ul style="list-style-type: none"> <li>▪ Discuss Operation Hope and Ariel Capital Management’s <b>Generation Entrepreneurship</b> agenda for increasing entrepreneurship education in underserved areas</li> <li>▪ Creating a Financing Literacy Entrepreneurship Corps</li> <li>▪ Maintaining a business where mentors support their mentees</li> <li>▪ List some possible partners in the public, private or not for profit sectors</li> </ul>
BREAKOUT SESSION 4	<p><b>Leveraging Public-Private Partnerships to Increase Minority and Women Owned Business Enterprises; Rethinking Government Rules, Policies, and Regulations</b></p>	<p>Bishop Taylor – ERDA            Harry Dannenberg - SCORE            Scott Case – Startup America</p> <ul style="list-style-type: none"> <li>▪ Discuss what a public-private partnership looks like, and who the stakeholders are as well as their potential incentives to increase entrepreneurship among this demographic</li> <li>▪ List some standing regulations and policies that are hinder urban entrepreneurship and identify some possible changes</li> </ul>

