Frontier Knowledge

Providing support and inspiration for rural businesses and entrepreneurs

Leeds School of Business
UNIVERSITY OF COLORADO BOULDER
Background

Following conversations with some businesses and entrepreneurs in rural Colorado, it is clear that people are seeking support to help navigate the sudden change that is impacting their businesses.

Based on the vision and work of the Rural Colorado Workshop Series developed at CU Boulder, we believe there is an opportunity to provide some additional help now.

The concept is to establish a weekly session to explore relevant topics for rural businesses and entrepreneurs through panels and speakers and allow time for open discussion and Q&A.

We would love your help. If you are interested, please get in touch or go to:

bit.ly/frontier_knowledge_get_involved

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## Focus

<table>
<thead>
<tr>
<th>Audience</th>
<th>Desired Change</th>
<th>Target Benefits</th>
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<tbody>
<tr>
<td>Who are we seeking to help?</td>
<td>What change do we want to help them make?</td>
<td>What are the target benefits?</td>
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<tr>
<td>Small business owners and entrepreneurs in rural areas</td>
<td><strong>FROM</strong> - not knowing how to react based on the Covid impact; <strong>TO</strong> - to having access to information and networks to help</td>
<td>Businesses are able to minimize the impact of Covid on their business</td>
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<td></td>
<td><strong>FROM</strong> - selling in a bricks and mortar store; <strong>TO</strong> - selling online</td>
<td>Businesses are able to make the transition from selling only in a brick and mortar store to selling online as well</td>
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<td></td>
<td><strong>FROM</strong> - selling in a local market; <strong>TO</strong> - selling to a wider audience</td>
<td>Saving of jobs</td>
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<td><strong>FROM</strong> - not having access to experts who can help; <strong>TO</strong> - have access to a network of experts that can help</td>
<td>Creation of new jobs</td>
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<td><strong>FORM</strong> - not having a community to ask questions to; <strong>TO</strong> - having an online community that they can ask questions to and get guidance from</td>
<td>Business are able to figure out how they will come out stronger</td>
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Proposed Structure

Weekly session
- Focused panel or speaker discussion followed by Q&A
- The panel will include a mix of experts and current business owners
- The sessions will be shared and recorded using Zoom

Content and Resources
- The recordings and other resources will be posted online
- Posting of content on existing social media channels to keep people updated and to help facilitate the conversation

Creation of an online community
- We will hold off on doing anything straight away.
- We will get input from the people who come to the sessions as to what platform (if any) should be used
How People Can Get Involved

There are multiple ways that people can get involved:

1. Suggest a topic to be covered in one of the weekly sessions
2. Recommend a resource to be shared
3. Volunteer to be on a panel or a speaker

Go here to get involved:

bit.ly/frontier_knowledge_get_involved
Thank you to all the supporting organizations

If you or your organization would like to help, please go to:
bit.ly/frontier_knowledge_get_involved
or contact Hunter Albright at hunter.albright@colorado.edu
For more information contact:

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