

# Frontier Knowledge

Providing support and inspiration for rural businesses and entrepreneurs



# 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](https://bit.ly/frontier_knowledge_get_involved)

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# Focus

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

# 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](https://bit.ly/frontier_knowledge_get_involved)

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If you or your organization would like to help, please go to:

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or contact Hunter Albright at  
[hunter.albright@colorado.edu](mailto:hunter.albright@colorado.edu)

A topographic map with yellow contour lines on a dark background, showing a mountainous terrain. The lines are more densely packed in some areas, indicating steeper slopes, and more widely spaced in others, indicating flatter ground. The map is partially visible on the left side of the slide.

For more  
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