

START US UP CHALLENGE

Creating your own entrepreneurship policy plan doesn't have to take long. Follow this step-by-step guide to make your own policy agenda.

01

Build your policy plan with a team

- Gather experienced members of your team to make a list of challenges entrepreneurs face in your community.
- Convene partners, allies, and entrepreneurs in your community for a listening session to inform the development of your policy plan.

02

Use America's New Business Plan (ANBP) or other entrepreneurship policy plans as a guide

- **Cut and paste:** take relevant recommendations and leave out others.
- **Organize the recommendations:** use or customize the ANBP pillars, or other frameworks, to organize the recommendations in your plan.

→ America's New Business Plan

[VIEW PLAN](#)

→ State-level Entrepreneurship Policy Plans

 **Conductor**

Arkansas Entrepreneurship
Policy Map

[VIEW POLICY PLAN](#)

 **BIOSTL**
DRIVING ST. LOUIS INNOVATION

NEXT Missouri Policy
Platform

[VIEW POLICY PLAN](#)

 **NC
RURAL
CENTER**

North Carolina's New Small
Business Plan

[VIEW POLICY PLAN](#)

03

Add local flavor

- Customize your policy plan with local data points, stories, and case studies to enhance the plan's relevance for local policymakers.

04

Build buy-in

- Share your policy plan with trusted and diverse partners and allies in your community for feedback and input before it's finalized.

05

Once the plan is finished, put it into action

- **Share your policy plan. Make your final plan a living resource.**
 - Send the plan to your networks and share with Start Us Up.
 - Include the plan on your website and social platforms – and encourage others to do the same!
- **Use your policy plan to form a local coalition.**
 - Invite partners, allies, and entrepreneurs in your network to share the policy plan and support your efforts to advocate for the policy recommendations in the plan. A coalition will provide additional support, bandwidth, and influence when reaching out to policymakers.
- **Share your policy plan directly with policymakers.**
 - Identify policymakers who directly influence your policy goals and should be introduced to your plan. Start a conversation with them and ensure your policy plan is top of mind. Ask coalition members to do the same.
- **Share your policy plan with media and celebrate your wins.**
 - Share your plan with local media and offer to be a resource to them when there is discussion of relevant issues, interesting partnerships formed by your coalition, or stories of entrepreneurial impact or success that reinforce the need for your policy plan.
 - Share these stories on social media and with your networks as well. Ask them to get involved and to support your work.
- **Revisit your policy plan.**
 - Your policy plan doesn't need to be set in stone and will evolve over time. Revisit your plan in 6 months or a year, and work with your partners to update your plan to reflect the needs of the evolving entrepreneurial ecosystem.

TAKE THE CHALLENGE

StartUsUpNow.org/Challenge