



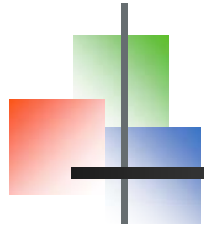
Microenterprise as an Asset Building Tool

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Purpose of the Session

- Who is in the room?
- What do you want from this session?
- *Goal:* To better understand microenterprise and how it and entrepreneurship are linked to asset building.
- *Goal:* To formulate some new ideas for how this link could benefit both fields and bring into more alignment in Oregon.



Who is OMEN?

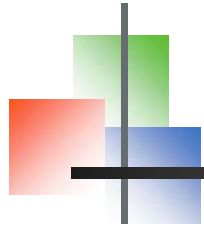


- The Oregon Microenterprise Network (OMEN) is a statewide nonprofit association of microenterprise development programs and their supporters.
- OMEN's mission is to increase opportunities for economically and geographically disadvantaged entrepreneurs by building the capacity and quality of Oregon's microenterprise and asset building service providers.



What Do OMEN and Its Members Do?

- In 2010, OMEN partner organizations served over 12,000 entrepreneurs, created over 600 jobs and provided over 180 loans.
- OMEN's current membership includes over 60 member organizations throughout the state.
- OMEN offers capacity building services to its members, including:
 - MarketLink: Access to Markets program
 - CapitalLink: Revolving Loan Fund serving rural Oregon counties
 - Best Practices Trainings: Summit on Entrepreneurship, regional trainings and webinars
 - OMEN Asset Building Corps AmeriCorps*VISTA

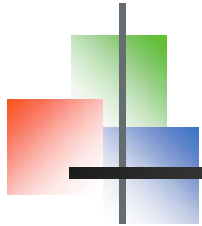


Microenterprise:

- Business with 5 or fewer employees
- Owner is an employee (self-employed)
- Requires \$35,000 or less in capital for start-up
- Disadvantaged populations

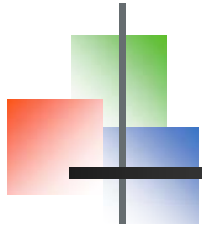
Examples of types of businesses:

Retail, manufacturing, personal and professional services, technology, art, food, trades, environmental, green, etc.



The Power of Microenterprise

- With 317,000 microenterprises in Oregon, they make up 86% of all businesses in the state.
- The median net worth of business owners is almost 2.5 times higher than for non-business owners.
 - For a black woman, the difference is more than 10 times.
 - For a Latino man, the difference is 5 times.



The Power of Microenterprise

- Microenterprises are important to local economies – in addition to creating jobs, they recycle significant money back into the community.
- According to the *One in Tree* report by the Association for Enterprise Opportunity, “If just one in three microenterprises hired a single employee, the US would be at full employment.”



Why Link Microenterprise and Assets

- Microenterprise is a part of asset-building, an approved use under Assets for Independence Act.
- Microenterprise can help people who are saving in a asset-building program to use their savings to **start** their businesses through training, technical assistance and microloans.
- Effective linking of microenterprise and asset-building improves the capacity of entrepreneurs to **expand** their business.



Why Link Microenterprise and Assets

- Microenterprise programs can help inform financial education offered by asset-building programs by including business essentials and tax issues in the curriculum.
- Linking of microenterprise and asset-building leads to cross-training, increased cross-selling, and integration of educational components that provide for a more holistic understanding of business and personal finance.



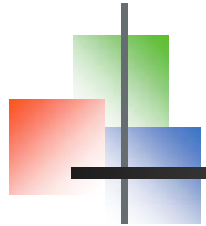
Case Study: Food Roots of Tillamook County

- Lauren Karl of Food Roots will share her experience developing the microenterprise and asset building services at Food Roots
 - microbiz@foodrootsnw.org



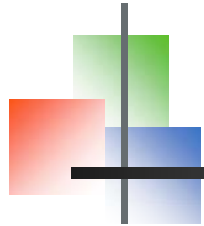
Your Questions

- Are you considering integrating Microenterprise Development into your organization's services?
- If you already do offer microenterprise development services or IDAs, what are you learning that you would like to share with the group?



Resources to Learn More

- www.oregon-microbiz.org
- www.fieldus.org
- www.cfed.org
- www.aeoworks.org



Thank you for joining us!

OMEN staff are available to assist you at any time throughout the year!

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