

# ACTIONABLE INSIGHTS FOR BUSINESS SUPPORT ORGANIZATIONS



Entrepreneurs are asking to be at the center. They want support organizations to align efforts, reduce friction, and show up as partners that play to their respective strengths.



## **Clarify Your Role**

Entrepreneurs shouldn't have to decode who does what. Coordinate with other support organizations to clarify your niche and communicate it clearly.



## **Lead with Listening**

Start with the lived experience of local business owners. Build programs around what they *actually* need—not just what's easy to fund or track.



## **Partner for Cohesion**

Join forces to co-host events, share resources, and align messaging. A united front reduces redundancy and creates a smoother experience for entrepreneurs.



**Matchstick Lab**