

Asset Mapping Tool

Use this exercise to begin mapping the assets that exist both inside and outside your community to help build your entrepreneur support system.

System Partners: *Key leaders in helping build the EDS*

System Partner	Role within the System
e.g., local economic development commission	e.g., host organization

Touch Points: *Organizations that help connect you to entrepreneurs*

e.g., Chamber of Commerce, downtown association		

Center for Rural Entrepreneurship

Remember, it is not *what* you know but *who* you know. Keeping this theme in mind, map people and organizations in your community or region that can help connect you to more specialized business support resources that exist outside your community.

Pathways to External & Specialized Resources: *Connectors to outside resources*

Pathway Resource	Networked Resources
e.g., regional development organization	e.g., state and federal business support programs