

# ***It's after midnight. Is it a weekend? Do you know where your entrepreneurs are?***

**Acknowledging the ROI challenges of publicly and privately funded venture incubators and business accelerators; truth be known.**

**Addressing essential return on investment, one entrepreneur at a time.**



ILCMA 2019 | Summer Conference

Thursday 6 June 2019 | 2:15 – 3:30 P.M.

**Session 1:** Are Startup Incubators Becoming Incinerators for Municipal Money? *Leading Your Community Down a Brighter Path, One Entrepreneur at a Time*

John R. Dallas, Jr.  
Co-Founder and CEO

ENCLAVE for Entrepreneurs Foundation Inc.

# **ENCLAVE™**



# John R. Dallas, Jr.

Co-Founder and CEO (Chief Enlightenment Officer)

**ENCLAVE for Entrepreneurs Foundation, Inc.**

**ENCLAVE for Entrepreneurs at O'Hare International Airport in Elk Grove Village, Illinois**

- Since 2015, leading what is collectively known as **ENCLAVE**; the foundation, community, and building
- Since 2005, leading **Hillview Partners**, a network of independent subject matter experts
- Since 1974, formerly President of five tech-based B2B and B2C nationwide service companies:

**Chicago Title Credit Services, Inc.**, Chicago

Consumer and commercial credit data aggregator (*i.e.*, “big data” for banks and others)

**CreditComm Services LLC**, Fairfax, Virginia (D.C. area); now known as Intersections Inc.

Consumer credit data services, predictive analytics modeling, and marketing services

**Market Access Resources Corp.**, New York and Springfield, Virginia

Consumer credit data services, predictive analytics modeling, and marketing services

**Group Concepts Capital Corp.**, New York

Consumer credit data services, predictive analytics modeling, and marketing services

**ETX Corporation**, New York

Electronic publishing and editorial services; mostly for Wall Street-types of information

- Decades of volunteer leadership in entrepreneurship education, the arts, and faith communities
- Duquesne University and Columbia University, majored in journalism and mass communications

# 50+ Years of **Perspective**

Leading Venture Teams in Pittsburgh, New York City, Fairfax, Virginia, Southern California, and Chicago



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Curiosity  
Curiosity  
Curiosity



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# The Entrepreneur Mind

Unrestrained **curiosity**

**Childlike wonder**  
(*n.b.*, not childish)

Unconventional **insight**

**Purposefulness**

**Innovativeness**

**Persistence**

**Passion . . . More! Much more!**

# Curiosity Critical™

*Ideas for thinking deeper, wider, and higher . . .*

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The background of the slide features two flags waving against a clear blue sky. On the left is the United States flag, and on the right is the Union Jack of the United Kingdom.

**ENCLAVE™**

London | Edinburgh  
17-31 May 2019

 **YieldTrips™**

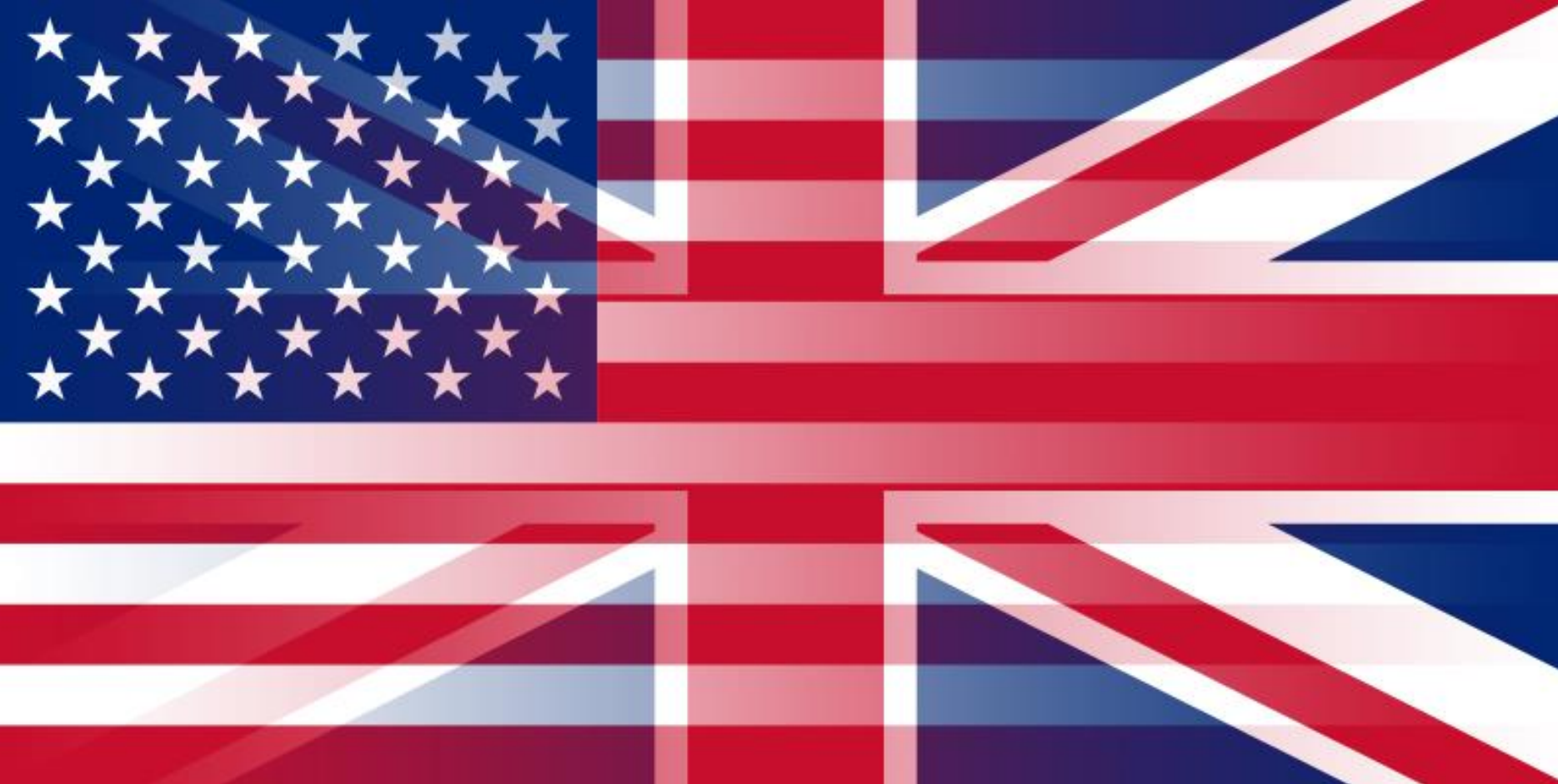
FounderExchange™ for Transatlantic Learning and Earning Facilitated by ENCLAVE

Three vertical bars of equal height are positioned to the left of the text. The first bar is red, the second is white, and the third is blue. They are all solid and have a slight glow effect.

# YieldTrips™

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**Forging Strategic Alliances with:**

**England  
Scotland  
Ireland  
Wales**

**Members of the British  
Commonwealth of Nations:**

**Australia  
Canada  
New Zealand  
South Africa**

# Welcoming Entrepreneurs **MidEnglandUSA™ 2026**

Twelve U.S. Midwestern States have Approximately the Same Population as the United Kingdom, 65 Million People  
Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin

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A word about ENCLAVE offers context for today's bold representations and recommendations.

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Co-Founders: John R. Dallas, Jr., CEO | David E. Morrison, Jr., M.D. | David E. (Daven) Morrison III, M.D.

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# Entrepreneurs Bring More to Life™



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If your community has 30,000 residents, you have only 90 people each year who will open **new** businesses; **3 out of every 1,000; 0.3% of your population.**

**Do you know who they are?** Do you know how to find them? Once you find at least 45 of the 90, **what would you do** to support their upside socioeconomic potential for your community? Keep these thoughts top-of-mind.

**For well over 100 years,  
entrepreneurship educators  
still struggle to keep it all  
appealing, and to “keep it real.”**



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# Why?



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# Socioeconomic **Logic**



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**New entrepreneurs create new ventures.**

**New ventures create net new jobs.**

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**New ventures and new jobs create **new tax revenue**, new charitable contributions, new consumer spending, and new levels of individual and household **sociopsychological stability**.**



*From a businesslike return-on-investment (ROI) point-of-view . . .*

# Incubators **don't** work.



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*From a businesslike return-on-investment (ROI) point-of-view . . .*

**Accelerators don't work.**



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*From a businesslike return-on-investment (ROI) point-of-view . . .*

**Politics can get in the way of clarity about **ROI** for incubators and accelerators.**



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**Politicians and government employees are evaluated by how they **spend** money.**

**Entrepreneurs and business people are evaluated by how they **generate more** money.**

*From a businesslike return-on-investment (ROI) point-of-view . . .*

**Mentorship alone **doesn't** work.**



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**Classes, degrees, certificates, awards, and other **venture-centric** entrepreneurship education elements fall short of defensible return-on-investment (ROI) criteria of many types.**

- **Starting** a business
- **Opening** a business
- **Launching** a business
- **Scaling** a business
- **Selling** a business



**Political leaders without direct experience as entrepreneurs, or without any entrepreneurs as family or friends, may be missing some of the **human aspects** of entrepreneurship.**

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As we rightly think (and worry a bit) about artificial intelligence (“AI”),  
we must also talk about improving efficiency of human intelligence.

# The Entrepreneur Mind

**Applied metacognition**  
is the core of ENCLAVE’s  
pedagogical rubric for  
facilitating adult and  
younger-age learning.

# The entrepreneurial mindset is replaced with “the **un-set** entrepreneur mind.”



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# Ent**re**preneurs

# Int**ra**preneurs

# Inter**er**preneurs



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Entrepreneurs welcome **reinventing their ability to learn**. With applied metacognition as the core pedagogical rubric of ENCLAVE's coursework and coaching, the entrepreneur mind emerges as **"intelligence having fun;"** learning to invite and harvest serendipity's (luck's) inestimable value.



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# The Entrepreneur's Road to Success is Flooded with **Opportunities** and **Threats**



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■ **Apathy**

■ **Envy** (Conscious or unconscious on the part of the self-revealing perpetrator. )

■ ***Schadenfreude***

*“Entrepreneurs are navigators of change; orienteers reading waves of needs, wants, and other marketplace demands.”*

—John R. Dallas, Jr.



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- **Uncertainty**
- **Ambiguity**
- **Combustion**

## Self-Doubt Requires:

- Self-Reflection
- Self-Awareness
- Self-Expression
- Self-Optimization
- Self-Care



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***Take an entrepreneur to coffee at least once each month . . .***

**Listen**

**Ask questions**

**Offer input**

**Provide sales leads**

**Introduce resources**

**Consider doing business**

**Suggest ENCLAVE**



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Normally the entrepreneur's core motivation is not, not, **not money**. The founder who believes "*it's only about making money*," often lacks venture-relevant **self-awareness**.



*It is not, not, not primarily about money . . .*

- **Significance**
- **Sense of Place**
- **Belonging**

# Self-Determination Theory (SDT) Basics:

1. Autonomy

**2. Competence**

3. Relatedness

The quality-of-life impact of . . .

# Precarity



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The dawning of the stage of . . .

# Precarious



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The experience of . . .

# Precariousness



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# The Entrepreneurial Precariat



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# Those living among the entrepreneurial precariat, intermittently (sometimes frequently) may not have enough money to pay for:

- **Food and medicine**
- Rent / mortgage
- Utilities
- Healthcare coverage
- Transportation
- Clothing and Dry Cleaning
- Toiletries
- Grooming
- Exercise
- **Student loan repayment**
- Marriage / relationships
- Gifts for others
- Financial support for others
- Charitable contributions
- Ongoing education
- Furniture and equipment
- Recreation / entertainment
- **Taxes, fees, fines . . .**

“**Precaria** is a concept suggested in the framework of the international campaign of the non-governmental organization *Un techo para mi país* (TECHO), in English “**A roof for my country**,” that designates allegorically an imaginary country, **Precaria**, which would be inhabited by all the poor people from Latin America, for pointing out the magnitude of this critical situation as opposed to the constitutional law of the region and the human rights system of international law (such as Bill of Human Rights and the Millennium Development Goals).”

(From Wikipedia)



# Enclavius\*

Ancient Philosopher in Entrepreneurial Purposefulness

## The Enclavian Society

Philosophy, Ethics, and Realism for Entrepreneurs

*n.b.*, Enclavius is a whimsically fictitious figure who never lived.  
The Enclavian Society exists within the ENCLAVE Community.



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*“Aiming for perfection is a miscalculation of life’s possibilities. Working, working, working toward ‘**best possible outcomes**’ will get you as close to perfection as this less-than-perfect world allows us imperfect humans to achieve. **Near-perfect** is perfect enough.” –Enclavius*

# Luck



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Entrepreneurship education programs must be more transparent with students of all ages who may be entering **The Entrepreneurial Precariat.**

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- Municipalities
- Civic Organizations
- Banks
- Educational Institutions

# Support (Not **HELP**)



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# Support for Entrepreneurs from Educators

Identify among students, faculty, administrators, parents, spouses and others hidden assets of aspiring entrepreneurs (or all ages and career stages) working on ideas, projects, and ventures in their classroom, labs, garages, workshops, home offices, or elsewhere.

Underwrite venture-relevant **competence assessment** and **competence development** tools and programs, and possibly fund tuition for an educational program to focus on venture-relevant psychology of an entrepreneur.

Offer intense personal budgeting classes. Personal negotiation skills. Learning “to ask.”

Expand the options available for students interested in launching new job-creating ventures.

Offer tuition-free evening or online courses for entrepreneurs who meet minimums for hiring new people and generating new revenue.

Be more transparent about the entrepreneurial precariat.



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# Support for Entrepreneurs from Banks

Identify among portfolios of clients and prospects hidden assets of aspiring entrepreneurs (or all ages and career stages) working on ideas, projects, and ventures in their garages, workshops, home offices, or elsewhere.

Underwrite venture-relevant **competence assessment** and **competence development** tools and programs, and possibly fund tuition for an educational program to focus on venture-relevant psychology of an entrepreneur.

Delay repayment, and possibly eventually forgive, school loans of **first-time venture founders** who at least hired one person (full-time, W-2) *per* year for each of three-to-five years, provided the founder's venture names the same bank as the principal depository for all funds associated with the venture, and first hires are encouraged to use the same bank. The venture's account would have to meet certain minimums, and remain active for a certain number of years after the school loan is forgiven. If the full loan cannot be forgiven, perhaps only interest.

Small Business Administration (SBA) may be amenable to guaranteeing some portion of this type of transaction.



# Support for Entrepreneurs from Organizations

Identify among members and guests in your community **hidden entrepreneurial assets**; active or aspiring entrepreneurs working on ideas, projects, and ventures. Through others you may learn of those working in their garages, workshops, home offices, or elsewhere.

Underwrite venture-relevant **competence assessment and competence development** tools and programs, as well as the 14-week immersion education program offered at ENCLAVE Building and elsewhere by Founders1st Academy.

**Invest restricted cash** in two to five ventures each year; \$5,000 to \$25,000 in each. (Some organizations may go higher.)

Identify among your organization's members local vendors, consultants, and other suppliers to "keep local" the venture's basic spending.

If appropriate, welcome the entrepreneur to a free membership in your organization, for a set period of time.



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# Support for Entrepreneurs from Municipalities

Identify among residents your community's **hidden entrepreneurial assets**; active or aspiring entrepreneurs working on ideas, projects, and ventures. Through others you may learn of those working in their garages, workshops, home offices, or elsewhere. (Be alert to licensing issues.)

Underwrite venture-relevant **competence assessment and competence development** tools and programs, as well as the 14-week immersion education program offered at ENCLAVE Building and elsewhere by Founders1st Academy.

**Invest restricted cash** in two to five ventures each year; \$10,000 to \$50,000 in each. (Some communities may go higher.)

**Refund any and all licensing fees**, when the venture signs its first lease for at least 24 months of commitment. Consider waiving certain taxes and fees for a period of time. (Special situations apply in each community.)

Identify local vendors, consultants, and other suppliers to “**keep local**” the new venture’s basic spending.



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**Municipalities are encouraged to invest taxpayer money, and other dedicated resources, in support of entrepreneurs, not venture-centric entrepreneurship; individuals, not specifically their ventures.**



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**For entrepreneurs of any age or venture stage; **job-creating**, value-generating, and difference-making founders of ventures that are months-young to decades-old.**



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**Municipalities will own percentages of equity in ventures launched and led by individuals they support, as one of several measurements for the ROI success of entrepreneurs.**

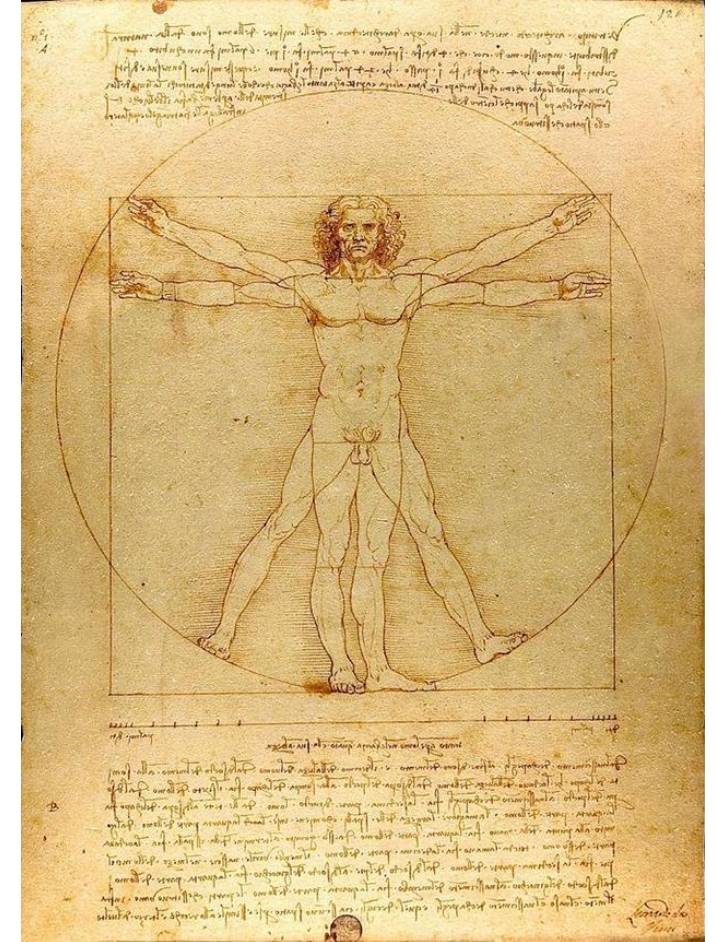


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Honoring, assessing, and addressing the mind, body, and whole of each entrepreneur, ENCLAVE is mission-driven to prioritize, above a venture's growth, each person's venture-relevant development.





- Insecurity
- Inadequacy
- Lack of Confidence
- Lack of Competence
- Depression
- Anxiety
- Loneliness
- Sense of Futility
- Feelings of Failure +



“The most brilliant and creative amongst us are sometimes the most troubled, and nowhere is that clearer than in the entrepreneurial ecosystem. With each passing unnecessary death, the importance of mental health comes briefly into focus... but that focus lasts no longer than a news cycle and nothing changes. The time for lip service came and went long ago. We must take these issues seriously and we need to act.”

–“Investors and Entrepreneurs Need to Address the Mental Health Crisis in Startups,” TechCrunch

<https://techcrunch.com/2018/12/30/investors-and-entrepreneurs-need-to-address-the-mental-health-crisis-in-startup-culture/>

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Entrepreneurs often feel lonely.  
Loneliness comes with the territory of the  
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Our supportive team may not have  
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additional resources to offer, as needed.

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It's personal.

Entrepreneurship is  
Very personal.

Mental Health +  
Physical Health =

Venture Health

Too often  
entrepreneurs have  
difficulty separating  
their personal  
identity from the  
identity of the  
venture(s) they  
launch and lead.

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venture brands fuse.

**Healthcare professionals** could become extra sensitized to the complexity of diagnosing and treating high-performing entrepreneurs prone to **subordinating personal health**; often prioritizing “health” of their ventures and other people. **This is risk!**



**ENCLAVE is about you,  
first and foremost.**

**Ventures second.**

**Profits third.**

Self-Reflection  
Self-Awareness  
Self-Optimization

---

Judgment  
Relationship  
Performance

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Behavioral Sciences | Behavioral Economics | Behavioral Forensics

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Psychology  
Sociology  
Emotional Competence

Individuals 1<sup>st</sup>  
Ventures 2<sup>nd</sup>  
Profits 3<sup>rd</sup>

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# **Venture-Relevant Immersive Experiential Education through: Competence **Assessment** and Competence **Development****

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## **Coursework and Coaching**



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*The causative factor that dares not speak its full name . . .*

# **Judgment** Competence

---

# **Better** **Decision Making**



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**A**ssessment of  
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Master Classes	Social Psychology	Strengths Identification	Toward Sound Judgment	Self-Reflection	Peer-to-Peer Support
Work Spaces	Behavioral Science	Competence Development	Toward Secure Relationships	Self-Awareness	Professional Coaching
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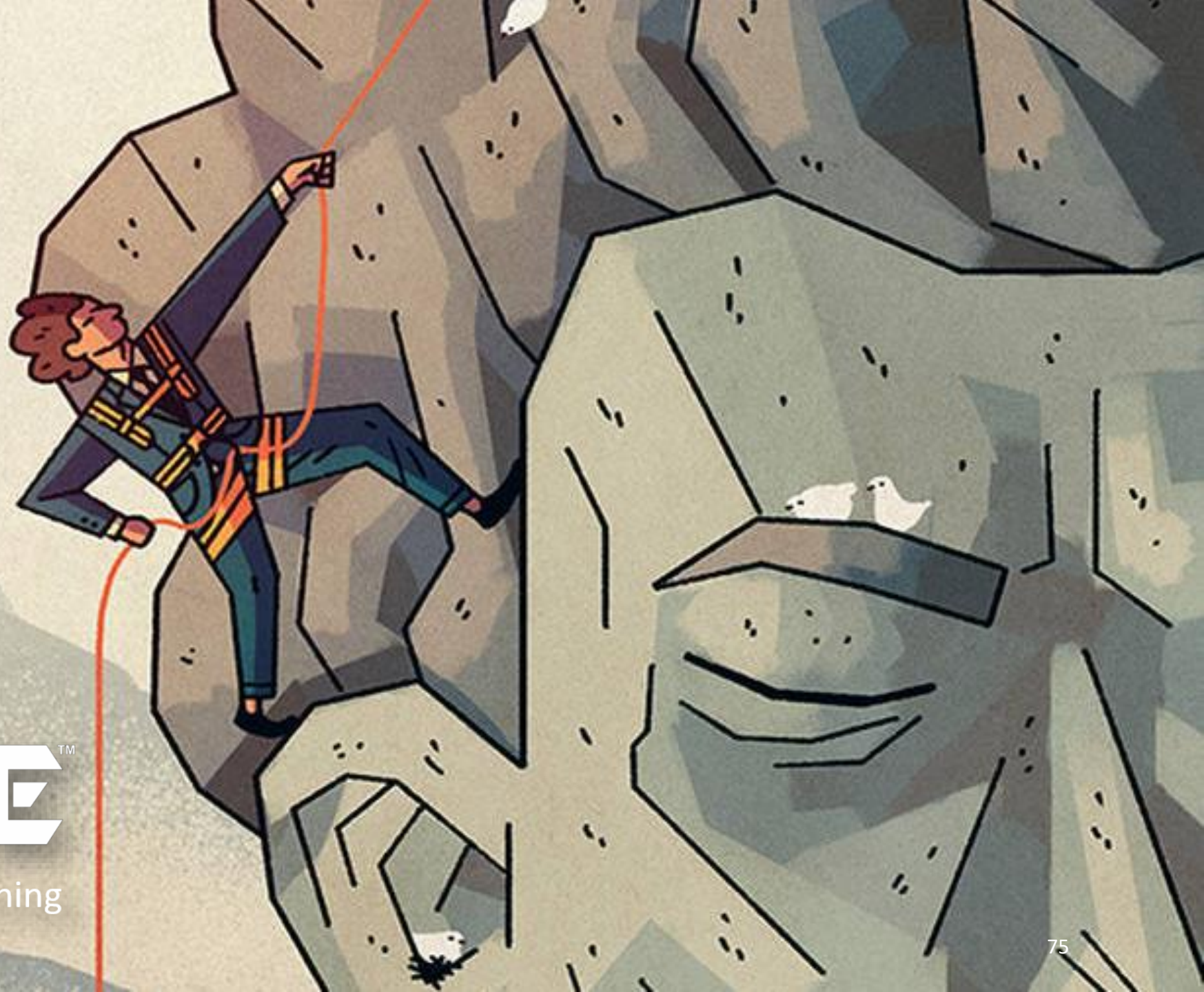




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# Q&R

## Questions and Responses

*“Not all responses can be, or should be, answers.”*

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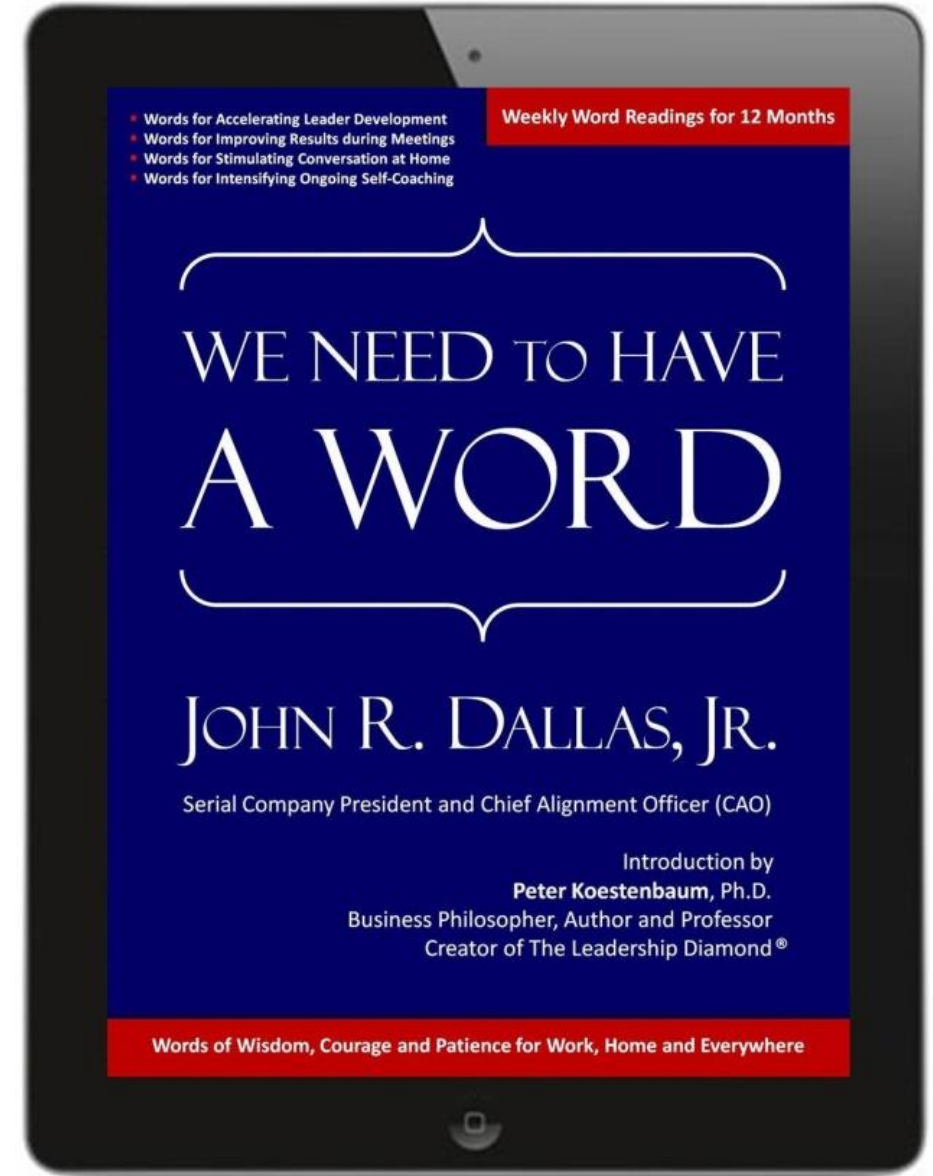
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*It's after midnight. Is it a weekend?  
Do you know where your entrepreneurs are?*

*Thank you!*



ILCMA 2019 | Summer Conference

Thursday 6 June 2019 | 2:15 – 3:30 P.M.

**Session 1:** Are Startup Incubators Becoming Incinerators for Municipal Money? *Leading Your Community Down a Brighter Path, One Entrepreneur at a Time*

John R. Dallas, Jr.  
Co-Founder and CEO

ENCLAVE for Entrepreneurs Foundation Inc.

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**Co-Founders:**

**John R. Dallas, Jr., CEO**

**David E. Morrison, Jr., M.D.**

**David E. (Daven) Morrison III, M.D.**

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Adjacent to Chicago's O'Hare International Airport, entrepreneurs – from next-door USA and around the world – land, learn, and take-off again at **ENCLAVE O'Hare**, the international welcome center for high-flying leaders. During classes and other learning-and-earning events, entrepreneurs, investors, bankers, lawyers, and other influencers experience **venture-relevant competence development** in social psychology, behavioral economics, and other disciplines.

Master Classes	Social Psychology	Strengths Identification	Toward Sound Judgment	Self-Reflection	Peer-to-Peer Support
Work Spaces	Behavioral Economics	Competence Development	Toward Secure Relationship	Self-Awareness	Professional Coaching
Meeting Places	Metacognition	Opportunity Qualification	Toward Superior Performance	Self-Optimization	Mentor Matching

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*Local-to-Global Learning-and-Earning Center for Entrepreneurs and their Influencers* | info@enclaveforentrepreneurs.com | enclaveforentrepreneurs.com | Twitter and Facebook: @ENCLAVEORD  
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**ENCLAVE is an entrepreneurial community bonded by shared commitment to lifetime learning.**



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