Grassroots Entrepreneurship

By: Kelly Penwell
SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats
Connecting the Dots
Change Your Mindset
Create a Welcoming Environment

“A lot of times, you feel like you’re walking on eggshells in a creative environment, because everyone’s having to watch out for egos so much of the time.”

Tony Hale
Micro Finance
Develop a Support System
Definition

According to dictionary.com, “grass roots” is defined as of, pertaining to, or involving the common people, esp. as contrasted with or separable from an elite.