

**I.P.I.E**



Indian Pueblo Innovative  
Entrepreneurship

# Getting Entrepreneurs started

- In Aug of 2020 during the Pandemic, we focused on outreach and engagement efforts to all the Pueblos and Indigenous communities through emails and phone calls.
- We engaged Entrepreneurs with pre-surveys for workshops on how to support Entrepreneurs in their communities.
- We also began developing outreach materials, graphics, messaging.

# In September we had our 1<sup>st</sup> Workshop

- The Use of Social Media for your Business. Guest Ernie Zahn & Shuangyi Li. Sharing social media strategies to promote your business and network
- 16 Pueblo Entrepreneurs join our 1<sup>st</sup> workshop.
- The same group joined our first community conversation the following week.

# Community Conversations

- In conjunction with Workshop we began CC's in October.
- This group became constant joining us for every community conversation and for every workshop

# Workshops

- Social Media strategies
- Business Model
- Architecture Design
- Law and legal forecasting
- Finances / accounting
- Startups, Entrepreneurship, Biz model
- Fashion Business, craft, starting a business
- Brewing, Food Business
- Visual arts, painting, grants/ fellowships
- Taxes, accounting, services fees, costs



# MANAGING CLIENTS & CONTRACTS

PRESENTED BY  
PERI PAKROO, J.D.



## TOPICS

Starting a business can be exciting — but plenty of entrepreneurs feel less-than-solid in their knowledge in some legal and tax areas. Those topics will be the focus for our three sessions.

Class 1: Choosing a **LEGAL STRUCTURE** and understanding **TAX** and liability issues

Class 2: Managing **CLIENTS** and using **CONTRACTS** effectively

Class 3: Defining your **BUSINESS MODEL** and building **SYSTEMS** to support it

Peri Pakroo, J.D. engaged our Entrepreneurs with very resourceful skills that everyone greatly appreciated.

The Entrepreneur's story



## WRITING WORKSHOP FOR ARTISTS!

*Join Creative Startups and the Indian Pueblo Cultural Center for a free 2-part workshop on crafting your artist statement with Nancy Zastudil (The Necessarian).*

This workshop will use writing prompts, visual exercises, and storytelling basics to support artists in gaining a practical understanding of how to generate interest in their artwork through concise writing.

THE artist's editor  
NECESSARIAN



# June 26<sup>th</sup>, 2021 We held our 1<sup>st</sup> in-person Community Conversation





# What we have accomplished

- 10 Community Conversations
- 59 Individuals reached – all Indigenous Entrepreneurs.
- 10 Workshops
- 2 – three week Accelerator Programs
- 98 Individuals reached – all Indigenous Entrepreneurs.



# Michael Lucero

## San Felipe Pueblo

Director of Guest & Entrepreneur Experiences