

Heartland Challenge Request for Proposals Glossary

Business Cooperative: A business that is owned and controlled by employees, members of the community where it is located and/or customers, all of whom mutually contribute to the success of the business.

Challenges: For this RFP, challenges refers to specific systemic issues that inhibit entrepreneurs from starting or growing a business. Research shows these might include inadequate access to a variety of factors such as: ideas, skills, resources (like capital), people, physical assets, infrastructure, and/or mentorship.

Community-informed: Ensuring that the services being delivered are shaped through feedback from the members of the target population being served. The best community-informed programs build a continuous communication loop with those target markets.

Community of Practice: Facilitated, peer-learning process where participants share information and co-create solutions to address specific problems.

Demographic: A sector of the population based on an identity marker. This can include the dimensions of race, ethnicity, gender identity, sexual orientation, socioeconomic status, disability, age, religious beliefs, citizenship status, sex and geographic location, educational attainment, etc.

Education Program: A program with the explicit purpose of sharing information through a documented curriculum. See entrepreneurship curricula below for additional information.

Entrepreneur: Individual who has turned an idea into an organized effort to create and deliver goods or services, in pursuit of profit, to fill a need, and/or to solve a problem.

Entrepreneurship Curricula: The set of documented lesson plans and related demonstrable outcomes that can be reached as a result of completing the lesson plans.

Entrepreneur Support Organization: Organizations that provide training, programs, and/or funding to entrepreneurs and ecosystem builders.

Equitable Collaborations: Collaborations based on organizations entering into relationship based on terms that are and perceived as fair and valuable by both parties. This includes payment of money or other fair value exchanges for work, access to networks or physical assets.

Equity: A system that does not provide additional barriers to individuals based on their demographics.

Inclusion: The practice of bringing together diverse individuals and ensuring that each person has the opportunity to be involved, respected and connected within their communities

Inclusive Entrepreneurship: Entrepreneurial activity resulting from an entrepreneurship ecosystem supporting individuals in a way that leads them to self-report they feel comfortable being honest about which demographics they belong to. This RFP focuses on systemically underrepresented entrepreneurs, so inclusive entrepreneurship cannot exist without diverse entrepreneurship. Inclusive entrepreneurship can exist without equitable entrepreneurship.

Gatekeeper: An individual who has power and influence to control how scarce resources are accessed or distributed. In entrepreneurship, typically refers to investors, mentors, ecosystem decision makers, policy makers and entrepreneur support organization leaders.

Headquarters: The primary location for an organization's offices or mailing address.

Heartland Region: Defined for the Heartland Challenge as the states of Missouri, Kansas, Nebraska and Iowa

Implicit bias: Unconscious prejudice in favor of, or against, one person or group. According to Stanford Encyclopedia of Philosophy, "[r]esearch on 'implicit bias' suggests that people can act on the basis of prejudice and stereotypes without intending to do so."¹

Organizational Mission: A statement that explains the purpose of the organization and broadly, what change it seeks to make.

Organizational Goals: A list of one or more concrete, clear, and attainable benchmarks for an organization, typically based on an organization's mission, values, and/or area of focus.

Outcome: These are the measurement or description of changes in the world that occur as a result of the activities, products, or services completed or delivered by the organization. Put differently, if the outputs are successfully completed, these are the benefits that would accrue to participants and/or target audiences. ([Kauffman Foundation Evaluation Reporting Guide](#))

Output: These are the measurement of the activities, products, or services to be delivered by the organization. As a general rule, if the metric is referring to something the organization will do, then it is an output. ([Kauffman Foundation Evaluation Reporting Guide](#))

Rural Entrepreneurship: Rural Entrepreneurship refers to entrepreneurial activity in communities that are located outside of urbanized areas, defined by the Census Bureau as communities of 50,000 or more people (<https://www.census.gov/geo/reference/urban-rural.html>). Entrepreneurs in these communities may also contend with systemic barriers commonly associated with gender, race, sexual orientation and disability while also operating in

¹ <https://plato.stanford.edu/entries/implicit-bias/>

a community that does not form dense entrepreneurial networks, must maintain aging infrastructure, experiences regular population loss, and whose economic base may be built on relatively few dominant industries or incumbent large employers.

Quality Entrepreneur Support Program: A program that reduce barriers for entrepreneurs and results in more businesses starting, or current businesses growing.

Systemically Left Behind: A group of individuals who are proportionally underrepresented in an entrepreneurship ecosystem relative to their representation in the larger community, as a result of systems and policies in place, whether intentional or unintentional.