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**DIY Economy:
New Tools for a
New Economy**

AGENDA

- **Intro**
- **DIY Trends**
- **DIY Tools**
- **Case Study: Santa Cruz**
- **Q&A**



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Microbusinesses are the root of all businesses



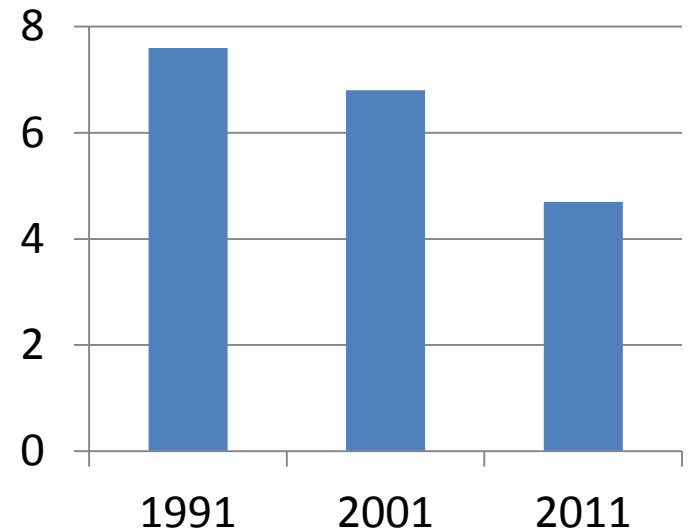
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DIY Works

- Businesses are starting smaller and staying smaller.
- 95 percent of all job gains in a year in an average state come from the expansion of existing businesses or the birth of new establishments.

Avg. Number of Employees
New Businesses



Microbusinesses, THE job creators 2003-2012

	Micro-businesses (1-4)	Large businesses (500+)
US jobs created	7 million	(.75 million)
CA jobs created	920,000	(200,000)

California had the most net jobs created by microbusiness from 2003-2012.

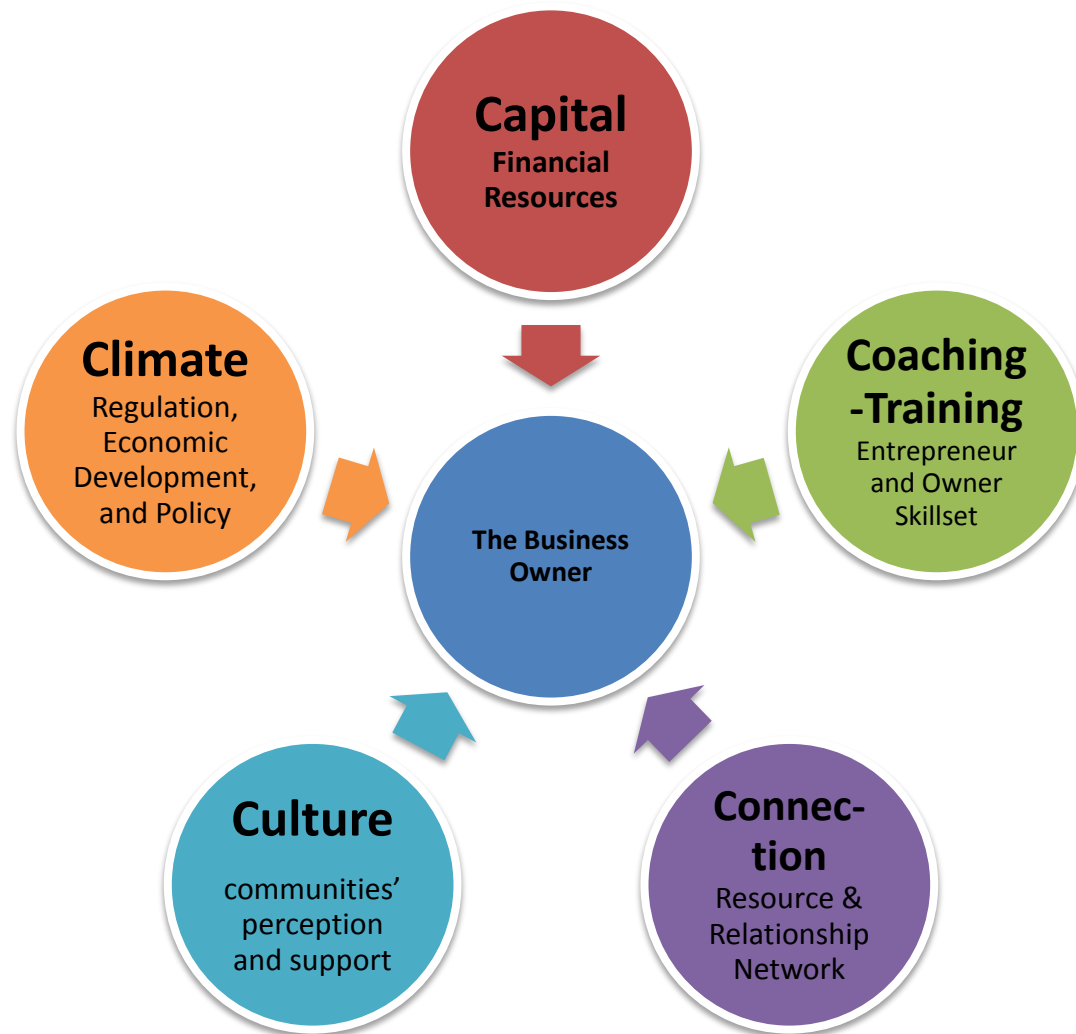
Self-employment and Independent Workers

Steve King, Emergent
Research



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The Five C's of the Entrepreneurship Ecosystem



Case Study:

Building Etsy Businesses in Santa Cruz

Barbara Mason



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Resources

- **Grow Your Own Guide**, *Federal Reserve Bank of Kansas City*
<https://www.kansascityfed.org/publicat/community/gyo/gyo-guide.pdf>
- **2014 State of Independence Report**, *MBO Partners*
<http://www.mbopartners.com/state-of-independence/independent-workforce-index.html>
- **Bigger Than You Think**, *Association for Enterprise Opportunity*
http://www.aeoworks.org/index.php/site/page/bigger_than_you_think_the_economic_impact_of_microbusiness_in_the_united_states
- **DIY Economic Development**
Heidi Pickman and Claudia Viek, IEDC Economic Development Journal
<http://www.iedconline.org/documents/members-only/do-it-yourself-economic-growth/>
- **A Grassroots Approach to Economic Development**, *BALLE*
<https://bealocalist.org/grassroots-approach-economic-development>
- How Much Does Credit Matter
<http://www.microbiz.org/how-much-does-credit-matter/>