



# Indian Business Incubators: *From Start to Finish, Analyzing Tribal Business*

***Presented by***

***The Office of Indian Economic Development in collaboration with Change Labs (AZ), The Arrowhead Center – NMSU (NM) and the Quechan Indian Tribe (AZ)***



TRIBAL  TECH  
PEOPLE, PERFORMANCE AND PARTNERSHIP

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# OIED Division of Economic Development (DED) Teams



Economic Development  
Specialists Team

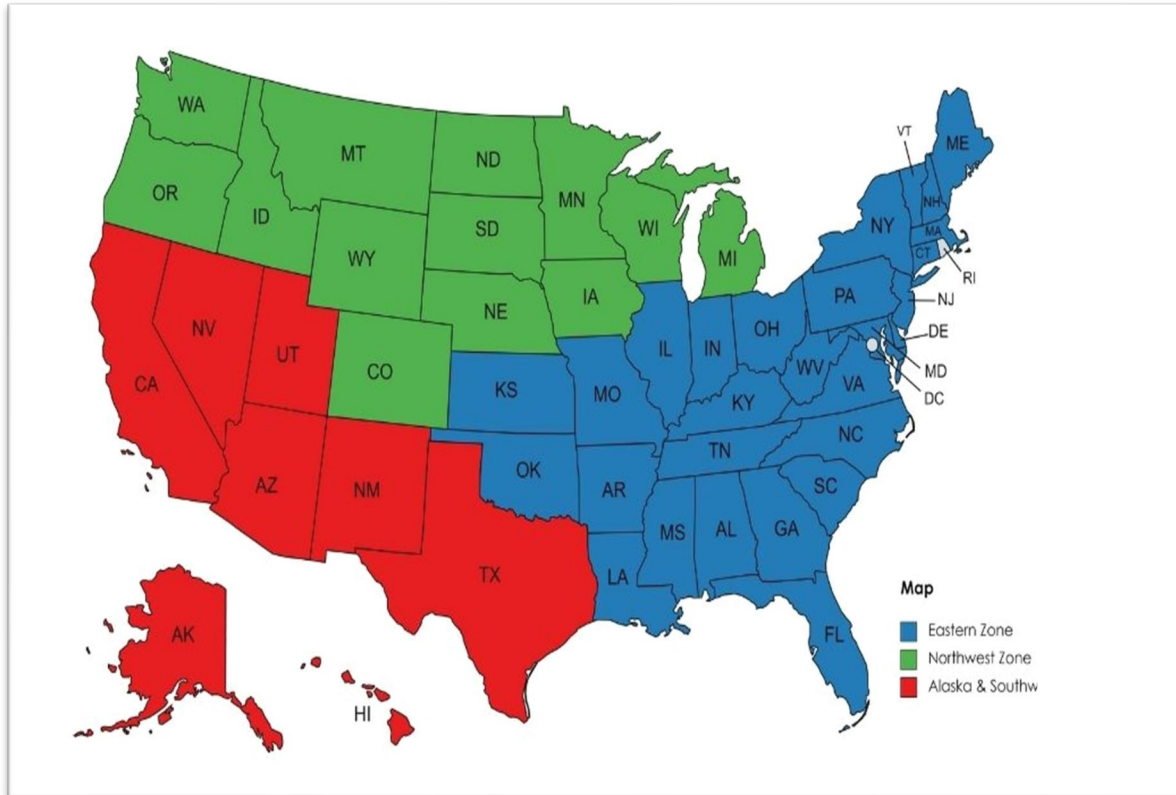


Grants Management Team



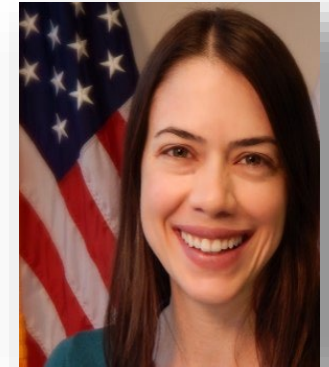


# DED Economic Development Specialists



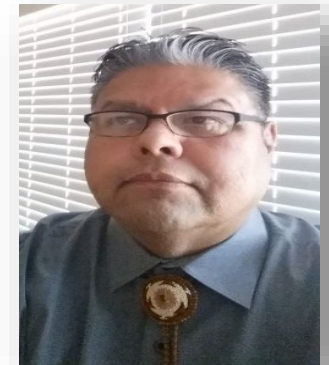
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The **Program Analyst** is responsible for:

- Technical Assistance Contract
- Webpage Content Management
- ArcGIS Mapping
- Reporting & Compliance
- OIED Systems Management (GrantSolutions, ASAP, etc.)

The **Grants Management Team** manages all five grant programs under OIED:

- Indian Business Incubators Program (IBIP)
- Native American Business Development Institute (NABDI)
- Tribal Tourism Grant Program (TTGP)
- National Tribal Broadband Grant (NTBG)
- Living Languages Grant Program (LLGP)



## Training and Technical Assistance (TTA) Team



Dr. Priscilla Belisle  
(Oneida Nation)  
Project Manager



Dr. U'ilani Corr-Yorkman  
TTA Coordinator /  
Business Development  
Specialist



Dr. Kelly LaChance  
(Confederated Tribes  
of Siletz)  
TTA Coordinator / Native  
Language Specialist



Freddy Gipp  
(Apache Tribe  
of Oklahoma)  
TTA Coordinator /  
Business Development  
Specialist



# Housekeeping Guide for Today's Webinar

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- The webinar will be recorded.
- Everyone is muted during the presentation.
- Q&A – Please enter questions in the chat.
- Slides and recording will be made available to participants.
- A Post-Webinar survey link will be put into chat for everyone to complete.



# Purpose of the Webinar

**Today's webinar will explore the fundamental aspects of Tribal business incubation, offering practical insights and successful strategies from experts in the field.**

**Panelists will share applicable practices to support economic growth across Tribal communities.**





# ***Introduction of Panelists***

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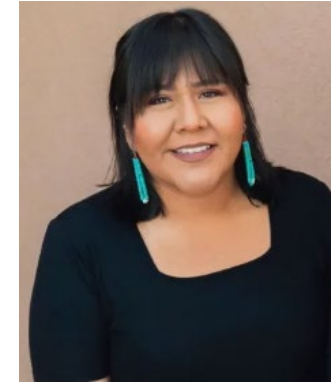
**Brooke Montgomery**  
**Director, Studio G & AIBE**  
**New Mexico State University**



**Alan Pruitt**  
**EDA Specialist**  
**Quechan Indian Tribe (AZ)**



**Samantha Leonard**  
**Division of Capital Investment**  
**OIED**  
**U.S Department of the Interior**



**Rachel Livingston**  
**Program Specialist**  
**New Mexico State University - AIBE**



**Heather Fleming**  
**Executive Director**  
**Change Labs**



# The AIBE Center February 6, 2024

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American Indian Business Enterprise Center



**BE BOLD.** Shape the Future.



# NMSU's Arrowhead Center

Arrowhead Center was created by NMSU to be an engine for sustainable economic development. The Center offers various programs such as:



K-12 Entrepreneurship



Prototyping Lab



Student Entrepreneurship  
(College)



Clean Energy Development



The center serves Native  
Entrepreneurs in NM.

Resources include:

- Entrepreneurial Training
- Access to Professional Advising
- Access to Workspace
- Networking Opportunities



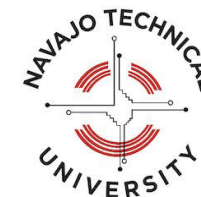
**BE BOLD.** Shape the Future.

# AIBE Center Programming

- The AIBE Accelerator: Statewide
- The AIBE Incubator: Four Corners Region
- The AIBE Native Farmer Project: Statewide
- Innoventure Native Youth Ag Camp: 2024 Farmington, NM



**BE BOLD.** Shape the Future.  
**College of Agricultural, Consumer  
and Environmental Sciences**  
Indian Resources Development



**BE BOLD.** Shape the Future.

# AIBE Statewide Accelerator

The program services entrepreneurs statewide.

Resources:

- AIBE Sprint: 1:1 Business Support and Curriculum
- Business & Marketing Essentials w/ NMCC: Hybrid Learning and 1:1 Mentoring w/NMCC
- Unlocked Access to AIN advising
- Networking Opportunities



Winona of DawnHouseArt at NMCC and AIBE Mixer and Pitch Night Celebration

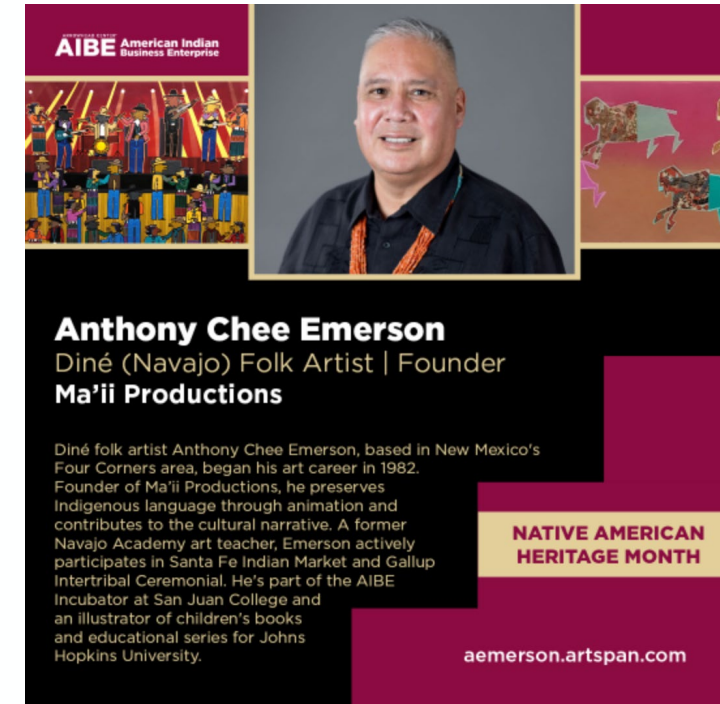


# AIBE Incubator at San Juan College

The program services entrepreneurs in the Four Corners Region.

Resources:

- Access to The Big Idea Marker Space at SJC
- Business and Technology Training
- 1:1 mentoring
- Workshops
- Networking Opportunities



The graphic features a portrait of Anthony Chee Emerson, a Diné (Navajo) Folk Artist and Founder of Ma'ii Productions. To the left of the portrait is a colorful illustration of a Navajo hogan with people inside. To the right is a map of the Four Corners region. The text below the portrait identifies him and his work. A yellow banner on the right side of the graphic reads 'NATIVE AMERICAN HERITAGE MONTH'. The website 'aemerson.artspan.com' is listed at the bottom right.

**AIBE** American Indian Business Enterprise

**Anthony Chee Emerson**  
Diné (Navajo) Folk Artist | Founder  
**Ma'ii Productions**

Diné folk artist Anthony Chee Emerson, based in New Mexico's Four Corners area, began his art career in 1982. Founder of Ma'ii Productions, he preserves Indigenous language through animation and contributes to the cultural narrative. A former Navajo Academy art teacher, Emerson actively participates in Santa Fe Indian Market and Gallup Intertribal Ceremonial. He's part of the AIBE Incubator at San Juan College and an illustrator of children's books and educational series for Johns Hopkins University.

**NATIVE AMERICAN HERITAGE MONTH**

[aemerson.artspan.com](http://aemerson.artspan.com)

AIBE Incubator client highlights

# The AIBE Farmer and Rancher Project

The program services entrepreneurs in the Southwest Region.

Resources:

- Climate Smart Workshops
- Business Support
- Financial Service w/ NMSU
- Free access to Lyophilization Services (Freeze-Drying)
- 1:1 Mentoring
- Networking Opportunities



Produce pickup 2023

# Innoventure Native Youth Ag Camp

This year's camp will be hosted in Farmington, NM  
open to Native youth 14-17.

Camp Focus:

- Agriculture and Entrepreneurial Education
- Career Pathway Discoveries
- Community Building and More!



2022 INYAC campers and team at Navajo Technical University



# Upcoming Opportunities

## Networking Event

April 2024

- Gallup, NM
- **Entrepreneurial Training**
- Business & Marketing Essentials
- AIBE 5-week Native Sprint Accelerator

## AIBE Incubator and Accelerator

- Applications open!

## AIBE Farmer Project

- Applications open!



**You're Invited!**  
**2023 Kick-off Event**

**TRIVIA NIGHT**

FREE NETWORKING OPPORTUNITY  
FRIDAY, FEBRUARY 17, 2023  
SAMMY C'S ROCK N' SPORTS PUB & GRILLE  
GALLUP, NM

EVENT BEGINS AT 6:00 PM  
TRIVIA BEGINS AT 7:00 PM  
ALL ACES EVENT



**AIBE Center**  
American Indian Business Enterprises

For questions or more info contact the AIBE Center  
(575) 646-3436 aibe@nmsu.edu



**Start a Food Business**  
With Valene Hatathlie

July 28, 2022  
04.00 pm - 05.00 pm

**LIVE WORKSHOP**  
<https://bit.ly/3yKPoM2>



**ARROWHEAD CENTER®**  
**AIBE American Indian Business Enterprise**  
*Virtual Event Series*

Taxes for the Self-Employed

Free

Wednesday, February 23, 2022

4:00 PM to 5:00 PM

**Tilda A. Harrison-Woody**  
Associate Professor  
Navajo Tech University

575.646.6120  
rlivin01@nmsu.edu



**ANNUAL CONFERENCE**  
**AMERICAN INDIAN BUSINESS ENTERPRISE**

Friday, August 26, 2022

Indian Pueblo Cultural Center  
2401 12th St NW,  
Albuquerque, NM 87104

Join us for:  
• How to Workshops  
• Panel Discussions  
• Networking Hour  
• and more!

Get your ticket today:  
[aibe-nm.eventbrite.com](https://aibe-nm.eventbrite.com)

**REGISTER TODAY**

aibe@nmsu.edu 575-646-3432



**BE BOLD.** Shape the Future.



# Apply



## Apply

Fill out online application and schedule your intake meeting



## AIBE Intake

Initial meeting to better understand you and your business



## Development

Building of foundation. Clients will use resources at their own pace.



## Growth

Expand your business as well as your network.

# Thank you!

**Contact:**  
[aibe@nmsu.edu](mailto:aibe@nmsu.edu)

**575-646-3432**



**@aibe\_nm**

<https://arrowheadcenter.nmsu.edu/program/aibe/>



2023 AIBE Business Pitch Competition Winners



**BE BOLD. Shape the Future.**





# What is the Quechan Business Development Center?

- The Quechan Business Development Center (QBDC) is a business incubator program in Winterhaven, California, specifically designed to support **Tribal Vendor, Merchant, and Entrepreneur (VME) businesses** on the Fort Yuma Indian Reservation. Launched in November 2023, it operates under the Fort Yuma Quechan Indian Tribe's Economic Development Administration (EDA).
- Target Audience:
  - Enrolled Members of the Quechan Tribe.
  - VME businesses that are located or aiming to operate on the Quechan Reservation.
- Services:
  - **Business Incubation:** Provides workspace, resources and support to help new Tribal businesses grow and prosper.
  - **Mentorship and Coaching:** Connect Tribal entrepreneurs with experienced professionals for guidance and advice.
  - **Training and Workshops:** Offers educational programs on various business topics like marketing, finance and legal compliance.
  - **Access to Capital:** Assists Tribal businesses in securing funding through connections and resources
  - **Networking Opportunities:** Facilitates connections with other Tribal entrepreneurs, potential investors and community partners.

***IBIP Year One Funding: \$300,000 for building and site renovation, modern equipment, resources and professional business advisory services.***



# QBDC Existing Programs:

- ***Business Incubator:*** Launched in November 2023, this program offers office space, mentorship, coaching and workshops to enrolled Quechan Tribal members starting or growing their businesses.
- ***Partnership with Moonshot:*** This collaboration provides QBDC participants access to accounting, financial and legal advisory services.
- ***Partnership with Minority Business Development Agency (MBDA):*** Start a New Business Workshop: This ongoing informative event helps aspiring entrepreneurs with the basics of starting their own business.
- ***Partnership with Small Business Development Center (SBDC):*** Open No-Cost Business Counseling: This monthly onsite event provides access to a dedicated SBDC Business Counselor for confidential one-on-one counseling.

*Application deadline for next QBDC cohort is February 18<sup>th</sup>*





# Understanding the complex challenges of the QBDC:

*Native entrepreneurs on the Fort Yuma Indian Reservation face unique struggles and challenges, some shared with entrepreneurs everywhere and others specific to the Quechan Tribe community. Here are some key points to consider:*

## **General Challenges:**

- Access to capital
- Limited infrastructure
- Marketing and advertising
- Competition

## **Fort Yuma (Quechan) Challenges:**

- Bureaucracy
- Limited business support
- Land ownership
- Historical trauma and its impact

## **Additional Factors:**

- Lack of skilled workforce (Human capital)
- Cultural considerations



# QBDC Impact Timeline:

- **Short-term (1-2 years):**

- Establish a track record of successful business incubation.
- Secure additional funding.
- Develop strong relationships with community stakeholders.
- Refine the incubation program based on data and feedback.

- **Mid-term (3-5 years):**

- Become a recognized leader in Tribal business incubation.
- Expand programs offerings to cater to diverse business needs.
- Attract and support high-growth ventures.
- Develop a sustainable funding model.

- **Long-term (5+ years):**

- Become a catalyst for economic development on the Fort Yuma Indian Reservation.
- Serve as a model for other Tribal communities.
- Advocate for policies that support Native American Entrepreneurship.



# Why Data Storytelling Matters for Business Development and Incubation?

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# What the heck is Data Storytelling?

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*“... the art of transforming dry data into compelling narratives...”*

Data storytelling is the art of transforming dry data into compelling narratives that engage and inform your audience. It's about going beyond numbers and tables to reveal the insights and emotions hidden within data. Here's a deeper dive into its essential elements:



# *Engaging Communication:*

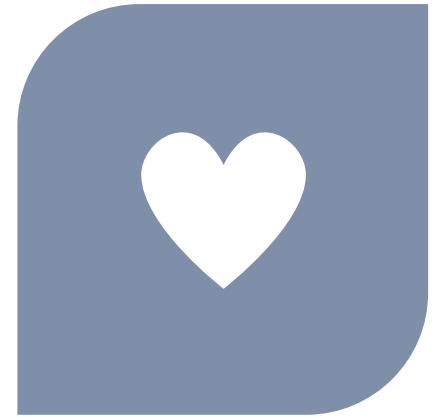
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CAPTURES ATTENTION



SIMPLIFIES  
COMPLEX IDEAS



BUILDS EMOTIONAL  
CONNECTIONS

# *Effective Decision Making:*

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CLARIFIES TRENDS  
AND PATTERNS



HIGHLIGHTS RISKS  
AND OPPORTUNITIES



SECURES FUNDING  
AND BUY-IN

# *Boosting Business Incubation:*

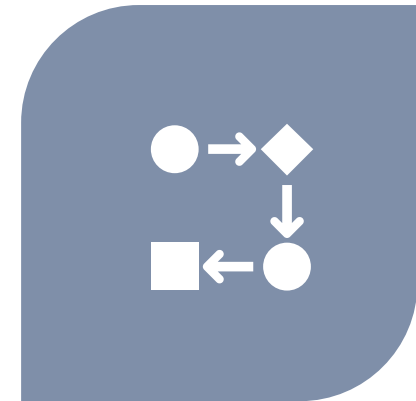
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VALIDATING IDEAS



ATTRACTING MENTORSHIP  
AND RESOURCES



DEMONSTRATING IMPACT  
AND PROGRESS



<https://www.quechantribe.com/departments-economic-development.html>

Alan Pruitt – EDA Specialist

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Phone: +1-760-572-5270

Mailing Address: PO Box 1899 – Yuma, AZ 85366







<https://www.nativestartup.org/>



**U.S. Department of the Interior – Office of Indian Economic Development  
Division of Capital Investment**

# What is the Division of Capital Investment?

- Four Regional Zones ->>>>>>
  - Southwest
  - Northwest
  - Eastern
  - Alaska & Hawaii
- Manages **the Indian Loan Guarantee and Insurance Program**
- In 2020, the DCI obligation total for loan guarantees was over \$125M
- How do Tribal organizations qualify?





# Division of Capital Investment

Samantha Leonard

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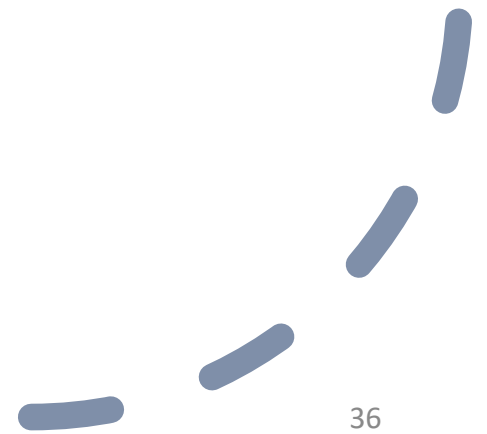
202-219-0740

[www.bia.gov/division-capital-investment](http://www.bia.gov/division-capital-investment)



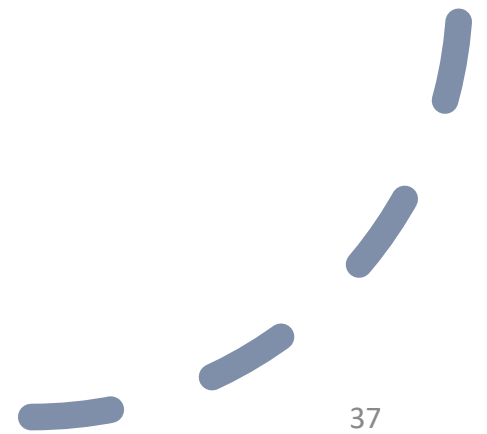
# Question #1

How can Tribes with limited resources engage in successful business development?



## Question #2

What strategies have worked in your area for potential replication across Indian Country?



# Questions & Answers

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## ***Upcoming OIED Webinar:***



**REGISTER NOW**

**Native Language Panel Series #3 February 22, 2024, 3:00-4:30 EST**

***“Empowering Generations: Building Successful Language Programs”***

This webinar will concentrate on the development and management of successful language programs, offering insights into the journey by discussing successes, pitfalls, and obstacles encountered.

<https://www.zoomgov.com/meeting/register/vJlsduCprTkiE01HH5-J4BvHwq4KaBWVO3o>





# Thank You for Attending!

About OIED's Division of Economic Development:

<https://www.bia.gov/ded>