

Center for Community-Based Enterprise

P.O. Box 15652, Detroit, MI 48215
(313) 331-7821 www.c2be.org



Mission

The Center for Community-Based Enterprise, Inc. (C2BE) supports and connects entrepreneurs, community and resources to grow “community-based enterprises” (CBEs): companies that are

- sustainable;
- locally-rooted;
- intentionally structured to provide community benefit; and
- committed to paying living wages.

Strategies

1. Find, support, connect and scale-up local community-based enterprises (CBEs).
2. Catalyze local culture change towards entrepreneurship, collaboration and new products.
3. Help non-traditional entrepreneurs create or expand businesses.
4. Identify growing market niches using Metro Detroit’s unique skills, technology and untapped intellectual property resources and help local CBEs exploit them.

Resources

Skills and Creative Firepower:

Commitment of over 100 expert advisors from business, labor, government, academia and community organizations, including entrepreneurs, labor leaders, engineers, lenders, artists, inventors, craftspeople and professionals in law, economics, intellectual property licensing, workforce development, product development, youth development, and leadership development.

Intellectual Property:

Access to numerous auto industry-owned patents using a variety of technologies

Funding:

In 2008-09 institutional funders included: Innovation Network for Communities; ShoreBank Enterprises; MLG Foundation; Skillman Foundation; and Detroit Local Initiatives Support Corporation (LISC)

Current Program

Culture Change toward Community-Based Enterprises

Funded by the Skillman Foundation and Detroit LISC, C2BE is planning a series of events focused on helping existing CBE projects in Detroit learn from experiences and best practices elsewhere to inspire them to create new CBEs, and foster collaboration among local stakeholders. Topics will include CBE opportunities in grocery entrepreneurship, urban agriculture, and youth engagement in business development.

Urban Grocery Store Pre-Feasibility Study

C2BE performed a prefeasibility study for the Detroit Supermarket Task Force to guide their work on bringing stores providing fresh food to inner city neighborhoods.

Planned Programming

1. Localizing Metro Detroit Anchor Institution Supply Chain
2. Community Business Resource Network – Finding, Connecting, Supporting CBEs
3. Ingenuity US – Innovation Broker - Redeploying Auto Industry People and Intellectual Property
(These planned, and not yet funded, programs, are described in more detail on the next page.)

Localizing Metro Detroit Anchor Institution Supply Chain

Working with the leaders and purchasing departments of local universities, hospitals, governments, foundations, etc., C2BE will identify products/services they use that are not currently provided by locally owned businesses. We will complete feasibility studies on five potential businesses that could be created locally to serve those needs; seek commitments from the relevant anchor institutions; and structure the businesses that are feasible. If necessary, we will develop an expediting function to enable efficient local procurement. C2BE will facilitate business structures (such as employee ownership) to ensure continued local presence, and incorporation of green business practices.

This project is modeled after a similar project in Cleveland developed by the Cleveland Foundation, Greater University Circle Project; Maryland Democracy Collaborative and the Ohio Employee Ownership Center (OEOC). Longstanding, close relationships with OEOC and the Democracy Collaborative will enable C2BE to apply their knowledge to implementing this project successfully.

Community Business Resource Network – Finding, Connecting, Supporting CBEs

C2BE will link our region's existing community-based enterprises (CBEs) into a "Community Business Resource Network," which will generate business by matching CBEs' resources to unmet needs. The Network will broker mutually beneficial business relationships to help CBEs scale up. This mutual support strategy has proven effective in the Ohio Employee Owned Network (<http://dept.kent.edu/oec/network>), which has served 93 companies for 20 years, providing joint purchasing, education and resource sharing. At least as many community-based enterprises in southeastern Michigan would benefit from a comparable mutual assistance program. By joining the Community Business Resource Network, metro Detroit CBEs will find opportunities to cooperate and provide services to each other; buy in bulk, etc., thus enabling them to scale up.

C2BE has already begun creating a key tool for the Network: a comprehensive "map" of metro Detroit's CBEs, which will serve CBEs, potential investors, and others through a user-friendly web-based database providing detail on each CBE's business model, products/services, strategy for growth and market niche. Users will be able to query by geography, industry, product, etc. C2BE began collecting this data—which no one else is assembling—with a scan of successful CBE models worldwide to find those best suited to metro Detroit. Initial interviews with local CBEs confirmed that such research will provide useful information to match resources to needs. The planned Network will help optimize our regional economy's efficiency and competitiveness.

Ingenuity US, L3C – Innovation Broker - Redeploying Auto Industry People and Intellectual Property

C2BE's mission driven for-profit sister, Ingenuity US is forming as a low-profit limited liability company (L3C) that will demonstrate model CBE practices while generating jobs and revenue for C2BE's long-term sustainability. Serving as an "innovation broker," IUS will focus on redeploying southeastern Michigan's underutilized intellectual property, technology and human resources to manufacture new products for growth markets in the new energy economy, while developing a more patient-rooted capital structure. IUS will help laid-off, highly skilled workers, engineers and managers—who may lack some entrepreneurial skills—to create or join emerging businesses by providing them access to intellectual property, a diverse network of advisors, creative product development resources, and help finding investors. IUS will connect its protégé businesses with the C2BE Community Business Resource Network to help them be locally-rooted, efficient and highly competitive.

C2BE is organizing meetings with auto industry engineers and managers led by current or former auto industry executives, one of whom is president of a company that has a contract to license numerous auto industry patents. IUS is also exploring connecting out-of-state inventors with sophisticated local manufacturing capacity.

IUS will also partner with Michigan Works to identify other dislocated workers who can benefit from its business development process.

With established companies, IUS is already exploring potential green businesses, including manufacture and installation of energy saving devices powered by renewable resources. Working with MEDC, MMTTC and others, IUS will apply its creative resources to help auto suppliers diversify customers and product lines.

Center Partners

The Center has a diverse group of partners and welcomes new organizational partners that share our values, and our commitment to action. Current partners include

• Michigan AFL-CIO’s Human Resources Development Inc.	• ShoreBank Enterprises Detroit
• Intellectual Property Commercialization Group	• Capital Ownership Group
• Sugar Law Center for Economic and Social Justice	• Professional Inventors Alliance
• TechTown at Wayne State University	• Innovation Network for Communities
• Skillman Foundation Good Neighborhoods Initiative	• Michigan NAACP

Membership

Individuals and organizations are eligible for membership. Members get discounts on publications, conferences, and technical assistance. You can join online at www.c2be.org or complete the form below and return it with a check made out to “Center for Community-Based Enterprise, Inc.” to Center for Community-Based Enterprise, PO Box 15652, Detroit, MI 48215.

Annual Membership Rates			
<i>Individual</i>		<i>Organizations</i>	
		<i>Sponsor or Partner</i>	
Founding Member	\$100	Established business	\$250
Member	\$ 50	New Small Business	\$150
Student & Unemployed	\$15	Non-profit	\$75
		Gold	\$2,500 +
		Silver	\$1,000
		Bronze	\$ 500

Enclosed is a check for membership in/or contribution to (circle one) the Center for Community Based Enterprise, Inc.

Name _____
 Title _____
 Organization _____
 Address _____

City State Postal Code
 Email Address _____
 Phone _____
Phone 1 Phone 2

For more information contact

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