

*the* **GAINESVILLE**

**ENTREPRENEURSHIP**

*and* **ADVERSITY PROGRAM**

**UF**

**ENTREPRENEURSHIP  
& INNOVATION CENTER**

**WARRINGTON COLLEGE of BUSINESS**



# the **GAINESVILLE ENTREPRENEURSHIP** and **ADVERSITY PROGRAM**

THE GAINESVILLE ENTREPRENEURSHIP AND ADVERSITY PROGRAM (GEAP) IS AN INTEGRATED, MULTI-FACETED PROGRAM TO EMPOWER THOSE LIVING IN ADVERSE CIRCUMSTANCES TO CREATE AND GROW THEIR OWN BUSINESSES. WE WORK WITH OUR CLIENTS OVER A 12-MONTH PERIOD.

## **GEAP's Goals**

The core goal of GEAP is to empower those who are economically disadvantaged and to alleviate poverty in the Gainesville community:

- **Foster** the creation of new, profitable ventures by those facing economic or other disadvantages;
- **Assist** existing small businesses owned by those with disadvantages in becoming sustainable and growing;
- **Measure** and track the development and performance of entrepreneurs and their ventures based on program participation;
- **Identify** and share best practices in poverty alleviation through entrepreneurship;
- **Celebrate** the achievements of those striving to create and grow local small businesses.

## **GEAP Has Six Core Elements:**

### **1. Gator Bootcamp for Entrepreneurs & Design**

**Studio:** These training programs are a) six week bootcamps that introduce basic tools, concepts and principles relevant to launching and growing a successful venture when one has limited resources or background and b) a design studio to help participants approach key issues surrounding venture creation to design their own businesses.

**2. One-on-One Consulting:** The consulting initiative connects faculty, graduate students and other partners with entrepreneurs, helping them launch and grow ventures.

**3. Mentoring:** Successful entrepreneurs will be paired with GEAP participants to mentor them and assist in growing their ventures.

**4. Resource Connect:** Connect entrepreneurs to other resources in the community through community forums, an internet platform, and other communication vehicles.

**5. Microcredit:** Create a microcredit fund with the city of Gainesville and local financial institutions that provides low-interest and no-interest loans and grants to individuals as they attempt to launch ventures.

**6. Research and Tracking:** Research and tracking will be conducted to identify ways to better assist the ventures.



# the **GAINESVILLE ENTREPRENEURSHIP** and **ADVERSITY PROGRAM**

## Schedule

- 1. Gator Bootcamp for Entrepreneurs:** Six Saturdays starting in late September.  
*Design Studio: offered by Santa Fe College during late Summer*
- 2. One-on-One Consulting:** Eight weeks starting in January.
- 3. Mentoring and Resource Connect:** November and onward.
- 4. Microcredit:** Summer 2018 and onward.
- 5. Research and Tracking:** Ongoing
- 6. Community Celebrations:** August, December and May.

## Who Should Apply?

Anyone in the community suffering from adverse economic, physical or related circumstances is eligible to participate in the GEAP program. Our primary focus is community members who are economically disadvantaged and have a dream of starting and growing a venture, including those who have already started a venture.

## GEAP Cost

The overall program is **FREE** to the participant. There may be fees associated with particular components of the program, but scholarships will be available to those who are unable to pay.

## Where Do I Start?

GEAP is a 12-month program that runs from August through July, but you can apply any time during the year. To apply, send an email to [GEAP@warrington.ufl.edu](mailto:GEAP@warrington.ufl.edu). In the email message, explain your interest in the program, the kind of business you are trying to start or have already started, and provide contact details including a phone number.

## About the Center

The **University of Florida Entrepreneurship & Innovation Center** exists to teach, coach, and inspire students and others to be entrepreneurial in their lives. The Center provides the tools and experiences necessary to creatively pursue new opportunities and innovations in the start-up, social, and corporate venture arenas. Through courses, degree programs and co-curricular programming, the Center currently serves more than 2,500 students per year.

## The Team

- **Dr. Michael Morris**, George and Lisa Etheridge Professor of Entrepreneurship
- **Nkwanda Jah**, Executive Director, Cultural Arts Coalition
- **Jamie Kraft**, Director, UF Entrepreneurship & Innovation Center
- **Kim Tanzer**, Former UF Faculty Senate President and Professor of Architecture
- **Bill Dorman**, Director, GTEC, Santa Fe College
- **Andrew Miles**, Greater Duval Neighborhood Association
- **Randy Wells**, Florida Community Design Center
- **Bill Rossi**, UF Professor of Entrepreneurship Emeritus
- **Kathy Porter**, Director, UF Small Business & Vendor Diversity Relations

*“It is your reaction to adversity, not the adversity itself, that determines how your life’s story will develop.” —Dieter F. Uchtdorf*

**Learn More or Apply:**



[warrington.ufl.edu/GEAP](http://warrington.ufl.edu/GEAP)

**Questions?**



[GEAP@warrington.ufl.edu](mailto:GEAP@warrington.ufl.edu)

**Dr. Michael Morris**

Warrington College of Business  
University of Florida  
**(352) 273-0329**