



TIPS FOR NATIVE AMERICAN ENTREPRENEURS

A Resource Guide for Business Planning

When starting a business, having a well-written business plan is critical. A business plan serves as a roadmap for how to structure, run, and expand a business and it can help owners get funding or attract business partners. New business owners need to be ready to make various decisions, from financing to marketing. Thus, a business plan allows owners to determine critical decisions in advance and articulate a vision in realistic terms.

Business Plan Types

Business plans generally fall into two categories, traditional and lean startup, and should be tailored to a business's needs. A **traditional business plan** is detail-oriented and comprehensive. This format is preferred if an owner plans to request financing from investors and lenders. This type of plan can be 30–40 pages long and written years out into the future. Traditional plans include a combination of the following categories: 1) executive summary, 2) company description, 3) market analysis, 4) organization and management, 5) service or product line, 6) marketing and sales, 7) funding request, and 8) financial projections.

A **lean startup business plan** is high-level focused. This format may be preferred if an owner wants to explain or start a business quickly, the business is simple, or the owner plans to modify the plan constantly as they go. Lean startup plans include four essential elements: 1) strategy, 2) tactics, 3) schedule, and 4) a business model.

Native Challenges in Business Planning

Native entrepreneurs encounter unique barriers when developing a business plan. One of the biggest is the lack of information provided to Native entrepreneurs about the resources available to them to start a business, including business planning, technical assistance, access to capital, and networking. The resource guide on the following pages lists organizations and other consultants that can help Native entrepreneurs navigate the challenges of fostering a successful business.

Resource Guide

Small Business Development Centers (SBDC), US Small Business Administration

This network of federally funded business centers primarily provides training and assistance with business plan development. Idaho's main SBDC office is in Boise, but there are regional offices throughout the state.
idahosbdc.org and idahosbdc.org/locations/

PLEASE NOTE: This handout does not offer or substitute for legal advice. For more information: CALS-RuralStudies@uidaho.edu.

Resource Guide (cont.)

Boise State University SBDC, State Office

Micron Business and Economics Building
2360 W. University Dr., Ste. 2132, Boise, ID 83705
Phone: 208-426-3875

North Idaho College SBDC

Hedlund Bldg., 420 N. College Dr., Rm. 145,
Coeur d'Alene, ID 83814
Phone: 208-665-5085

Lewis-Clark State College SBDC

406 Main St., Lewiston, ID 83501
Phone: 208-792-2465

College of Southern Idaho SBDC

202 Falls Ave., Twin Falls, ID 83301
Phone: 208-732-6450

College of Southern Idaho SBDC

202 Falls Ave., Twin Falls, ID 83301
Phone: 208-732-6450

Idaho State University SBDC

ISU College of Business
921 S. 8th Ave., Pocatello, ID 83209
Phone: 208-244-8521

Idaho Innovation Center

2300 N. Yellowstone Hwy. #100, Idaho Falls, ID 83401
Phone: 208-523-1026

Office of Native American Affairs, US Small Business Administration

This federal office engages in numerous outreach activities, including tribal consultations, development and distribution of promotional materials, and participation in national economic conferences.
409 3rd St. SW, Washington, DC 20416
Phone: 202-205-6411
www.sba.gov/about-sba/sba-locations/headquarters-offices/office-native-american-affairs

Office of Indian Economic Development, US Bureau of Indian Affairs

This federal office supports economic development in Native communities by offering access to capital through grants and loans and providing technical assistance.
1849 C St. NW, Rm. 4152, Washington, DC 20240
Phone: 202-219-0740
www.bia.gov/as-ia/ieed

Indian Loan Guarantee and Insurance Program, US Bureau of Indian Affairs

This federal office helps tribes and individuals overcome barriers to conventional financing and reduces the risk to lenders by providing financial backing from the federal government.

MIB-4138, 1849 C St. NW, Rm. 4152, Washington, DC 20240

Phone: 202-219-0740

<https://www.bia.gov/service/loans/ilgp>

Rural Development, US Department of Agriculture

This federal agency provides financial assistance, business development, technical assistance, capital, and equipment for ag-related enterprises.

9173 W. Barnes Dr., Ste. A1, Boise, ID 83709

Phone: 208-378-5615

Federal Office: www.rd.usda.gov/programs-services/all-programs/business-programs

Idaho Office: www.rd.usda.gov/id

The National Center for American Indian Enterprise Development

This nonprofit assists tribally owned businesses with financing and gaining access to federal development programs and contracts. It also provides professional business consulting services and technical assistance at no cost.

953 E. Juanita Ave., Mesa, AZ 85204

Phone: 480-545-1298

www.ncaied.org/

Native Community Development Financial Institutions (CDFI)

These community-based institutions promote economic development by providing products and services (e.g., credit, loans, investment capital, and other financial services) to people underserved by traditional financial institutions.

Nimiipuu Fund CDFI

95 Agency Rd., Lapwai, ID 83540

Phone: 208-621-3729

nimiipuufund.org

NeighborWorks Boise

3380 W. Americana Terrace, Ste. 120, Boise, ID 83706

Phone: 208-343-4065

nwboise.org

Resource Guide (cont.)

NeighborWorks Pocatello

206 N. Arthur Ave., Pocatello, ID 83204
Phone: 208-232-9468
nwpcatello.org

New West (formerly Idaho-Nevada CDFI)

2425 Gail Dr., Pocatello, ID 82301
Phone: 208-637-0671
newwestcapital.org

First Nations Development Institute

2432 Main St., 2nd Flr., Longmont, CO 80501
Phone: 303-774-7836
firstnations.org

Idaho State Bar Lawyer Referral Service

This public service of the Idaho State Bar provides attorney referrals.
525 W. Jefferson St., Boise, ID 83702
Phone: 208-334-4500
idaho.community.lawyer/go/1

Idaho Women's Business Center

This nonprofit organization offers training and assistance for small business owners and entrepreneurs.
<https://www.idahowomen.org>

Idaho Native American Women Business Alliance

A collaboration of all Native tribes and statewide partners that educates and empowers tribal women to start and grow thriving businesses.
<https://www.facebook.com/groups/2970218073207203/about/>

University of Idaho Extension and Rural Studies Program

This University of Idaho entity offers training and assistance for small business owners and entrepreneurs. Courses cover topics such as business plan development, bookkeeping, marketing, etc.
<https://www.uidaho.edu/cals/rural-studies-program>

Tribal Assistance for Obtaining Business Loans

The US Department of the Interior's Division of Capital Investment (<https://www.bia.gov/as-ia/ieed/division-capital-investment>) offers the Indian Loan and Insurance Guarantee Program that is designed to alleviate many of the issues faced by tribal members seeking business loans. Specifically, they insure the loans to offset lender concerns about inadequately secured loans. This helps tribal members receive the loan in the first place and reduces the loan's interest rate.

Sources

"Write Your Business Plan," US Small Business Administration

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

"An Introduction to Business Plans," *Entrepreneur*

<https://www.entrepreneur.com/article/38290>

"Ways Native American Entrepreneurship Is Expanding," *Forbes*

<https://www.forbes.com/sites/nextavenue/2019/11/22/ways-native-american-entrepreneurship-is-expanding>

Native Entrepreneurship: Challenges and Opportunities for Rural Communities (CFED, 2004)

<https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/report-malkin-et-al.pdf>

About the Authors: Tatianna Herrera, Student, College of Law, University of Idaho; Christy Dearien, Research Associate, Grant and Project Development, University of Idaho; John Rumel, Professor, College of Law, University of Idaho; Paul Lewin, Associate Professor and Extension Specialist, Agricultural Economics and Rural Sociology, University of Idaho

Issued in furtherance of cooperative extension work in agriculture and home economics, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Barbara Petty, Director of University of Idaho Extension, University of Idaho, Moscow, Idaho 83844. The University of Idaho has a policy of nondiscrimination on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity/expression, age, disability or status as a Vietnam-era veteran.

