

# What is a Catalyst Action?

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**Catalyst Actions are simple but impactful ideas for how ALL of Peoria can contribute to building Peoria through entrepreneurship.**



Each month, roughly 3 out of 1,000 Americans start a business... as new businesses grow, those three need the support of the remaining 997 to succeed.

- Kauffman Foundation



Catalyst Actions are the way we can track, celebrate and leverage our collective action. On the back you'll find a great list of Catalyst Actions you can take today. They vary in time and commitment and we encourage you to start small, but the important part is getting into action! Learn, pivot and iterate!

We try to keep the average Catalyst Action around 15 minutes or less of commitment, however over time we encourage you to take bigger actions and let us know! You can post about your experience on social media using the [#PeoriaForward](#) and tagging E+I accounts in the process. Why tell us? So we can build momentum, track what is working and leverage our collective action.

Remember entrepreneurship is a community sport, we just want to update the score board.



# Catalyst

## Actions you can take:

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- ▶ Attending a demo day or pitch contest at a local accelerator or incubator.
- ▶ Revisiting a local business if you liked it the first time.
- ▶ Taking someone to visit a business you love.
- ▶ Learning how you can invest in a new business from the Angel Capital Association, AngelList, or Portfolia.
- ▶ Becoming a 1 Million Cups organizer in your area.
- ▶ Hosting an event that helps entrepreneurs during Global Entrepreneurship Week, or any time of year.
- ▶ Buying from a local vendor instead of a national chain at work.
- ▶ Getting a locally-owned business to cater a meal or event for you.
- ▶ Donating to a new business' project or crowdfunding campaign.
- ▶ Attending a local event where entrepreneurs are present, such as 1 Million Cups.
- ▶ Spending a day working at a local coworking space and meeting entrepreneurs.
- ▶ Becoming a volunteer in your entrepreneurial community.
- ▶ Recommending a cool new business to a friend.
- ▶ Asking “how can I can help?” when someone says they’re starting a business.
- ▶ Visiting the grand opening of a new business.
- ▶ Sharing a photo of your visit to a new business on social media. Use #PeoriaForward
- ▶ Buying something you normally wouldn’t from a local entrepreneur.
- ▶ “Liking” or “following” the social media account of a new business.
- ▶ Emailing, calling, or tweeting at your mayor or representative to tell them you support entrepreneurship.
- ▶ Writing a positive review or rating for a deserving new business.
- ▶ Giving your business card to an entrepreneur and offering your help.
- ▶ Meeting with a policy maker to talk to them about supporting entrepreneurship.
- ▶ Introducing an entrepreneur to a potential new customer or partner.
- ▶ Subscribing to your local business news sources.
- ▶ Getting a friend to sign up for a local business newsletter.