



The Cisco® Entrepreneur Institute is a true collaboration.

- Media-rich, business-relevant information from expert sources
- Tools and technologies that enable business success
- A central point for business people to meet, share, mentor, and do business with each other

The training centers and individual institutes provide:

- People, including facilitators, program managers, business coaches, and guest speakers
- Facilities, including computers and broadband-Internet access
- Locally relevant business information added to the course materials provided by Cisco

## The Cisco Entrepreneur Institute – Energizing Entrepreneurs in the World’s Emerging Markets

Successful entrepreneurs are the largest contributor to economic development in emerging economies. Competitiveness, efficiency, growth, and productivity greatly influence whether these businesses flourish or fail.

Cisco is building on its global commitment to education and collaboration by establishing the Cisco Entrepreneur Institute as a program that offers small and medium-sized enterprises the foundation they need to succeed in their local environment. The Cisco Entrepreneur Institute’s goal is to strengthen entrepreneurial spirit, increase jobs, and help develop and sustain economic growth in countries throughout the world.

### **What Is the Cisco Entrepreneur Institute?**

The Cisco Entrepreneur Institute is a collaboration between Cisco, top educational resources, local governments, and business organizations to help cultivate and grow entrepreneurs by providing:

- Entrepreneur-specific (business) knowledge
- A mentoring network
- A resource center where entrepreneurs can find sound business advice and services
- Internet business solutions for small and medium-sized enterprises

Cisco’s vision is to combine information from the world’s leading business and learning resources with Cisco’s technological expertise, all with the goal of connecting entrepreneurs with people, information, and the leadership of local organizations. The result will be strengthened business skills that will help entrepreneurs grow, differentiate, and innovate.

## How It Works

Cisco has created a curriculum of media-rich, business-relevant content from a variety of preeminent sources such as Stanford University and Cornell University and My Own Business, Inc. The Cisco Entrepreneur Institute uses an open source Web- and media-enabled platform that local organizations can provide on a cost-recovery basis. The current curriculum covers starting, growing, and tech-enabling a business. Through collaboration with attendees and Institute feedback, the curriculum will continue to expand and evolve to support the growing needs of entrepreneurs.

The heart of the Institute is the local organization. Using expert content and Web technologies, local organizations deliver workshops for their participants enhanced by the experience of local, successful entrepreneurs and facilitators. In addition to being an Institute, the organization can also serve as a training center by sponsoring and serving as a resource for other institutes in its region. A Cisco Entrepreneur Institute- and training center- may recover only the cost of operating the Institute at their site, and may not profit from this program. To fund the program, local institutes and training centers can choose to charge participants for the workshops or secure grants and sponsorships to offset expenses.

## Creating Connections

More than simply a resource for learning, the Cisco Entrepreneur Institute is designed to facilitate the human side of entrepreneurship by creating a sustainable network. Whether participants want to find mentors, interact with other business leaders, open new distribution channels, or seek out collaboration opportunities, the Cisco Entrepreneur Institute enables human connection through the power of its local presence and the scope of its technical capabilities.

## Technology in Action

In every aspect, the Cisco Entrepreneur Institute is designed to serve as a model for aspiring and successful entrepreneurs. The Institute provides business people with real-world ideas, inspiration, and tactical tools. During the program, participants discuss strategic ideas ranging from information delivery to using Internet technologies to drive business growth are discussed during the program.

Building the global economy is an important part of Cisco's broader mission. Entrepreneurship is a critical component of that growth. The Cisco Entrepreneur Institute is a collaborative vision for developing entrepreneurial success. To learn more about the Cisco Entrepreneur Institute, visit <http://ciscoinstitute.net> or contact Cisco at [entrepreneurs@cisco.com](mailto:entrepreneurs@cisco.com).



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