



ON-RAMP CREATIVE ENTREPRENEUR ACCELERATOR

Impact Fact Sheet

OVERVIEW

Indiana has a wealth of early career entrepreneurial talent. But feedback from surveys and focus groups was telling us that these entrepreneurs needed a lane of learning just for them – to get their careers up to warp speed.

On-Ramp was created to be an accelerator for Indiana creative entrepreneurs who are looking to rev up their business thinking, whether they are starting something new, looking to deepen their business understanding, or at a professional crossroads.

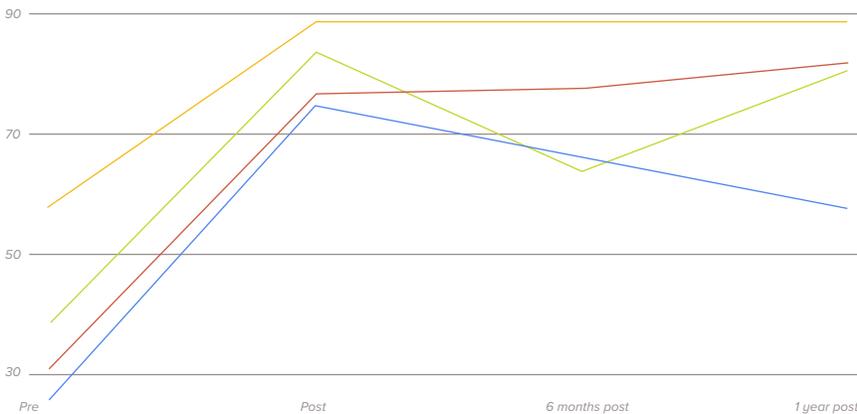
Even a year after On-Ramp, statistically significant data shows that participants reported an increase in knowledge, action, sense of control, and use of metrics in key areas of entrepreneurship. And the increases didn't just last for a week or two following the workshop; they were sustained for the one-year fellowship period.



“Like most creatives, I have experienced stress relating to financial knowledge, business law, marketing skills, and overall personal confidence in my perceived value in society as a creative. [On-Ramp]’s uniquely specific creative entrepreneur teachings have alleviated those fears.”

Olivia Ulch
2019 On-Ramp Alumni
Fort Wayne

IMPACT POINTS



Growth by Percentage

- Knowledge - Expert or Pretty Informed in the key areas
- Action - Always or Usually take action in the key areas
- Control - Enough or Some control in the key areas
- Metrics - Always or Sometimes use metrics to track the key areas

Assessing On-Ramp Outcomes, 2018 Program Report. (2019) Indiana Arts Commission and Minvera Financial Arts. www.in.gov/arts/3197.htm

WHY INVESTING IN ON-RAMP MATTERS



Creatives are more empowered to prosper as a small business in Indiana, and they feel more connected to people and places in Indiana.



When creatives are engaged in their community and region, **the entire creative ecosystem benefits** from thriving venues, suppliers, producers, employees, and market demand.



Investing in individual entrepreneurs creates **greater economic impact** of arts, culture, and entertainment in Indiana.