TARGET POPULATION
RMMFI supports resilient Coloradans who are ready for business ownership that have faced marginalization, societal barriers, or low-wage employment. RMMFI works with entrepreneurs from a variety of high-barrier backgrounds across locations, ages, and demographics which results in a diverse, welcoming community of entrepreneurs.

NORTH STAR
People are unstoppable forces. Life circumstances are real and sometimes overwhelming, yet they should not determine what we can do in the present or be in the future. RMMFI believes everyone should be free to make choices to activate the possible. RMMFI creates the space for communities and people of all backgrounds to realize their unique potential through the power of entrepreneurship.

KEY ACTIVITIES
• INSPIRE entrepreneurs to activate their dreams
• SUPPORT the whole entrepreneur
• EDUCATE on business foundations
• INVEST through character-based lending
• CONNECT entrepreneurs to coaches and community
• ADVOCATE for inclusive entrepreneurial ecosystems

IDEA OUTCOMES
• Entrepreneurs identify barriers to personal and professional success
• Entrepreneurs explore and ideate business concepts
• Entrepreneurs build community with one another

LAUNCH OUTCOMES
• Entrepreneurs recognize their own potential and are empowered to define their personal and professional success
• Entrepreneurs launch and capitalize their business
• Entrepreneurs develop meaningful connections to coaches, customers, community

THRIVE OUTCOMES
• Entrepreneurs experience self-worth, personal agency, and fulfillment of dreams, potential, and ideas
• Entrepreneurs and their households experience financial stability and growth through operating thriving, resilient businesses.
• Entrepreneurs invest in their communities as owners, employers, and local leaders

OWNERSHIP OF SELF
Entrepreneurship Activates Potential

OWNERSHIP OF WEALTH
Economic Mobility and Inclusion

OWNERSHIP OF COMMUNITY HEALTH
Vibrant, Unique, and Empowered Communities