

THEORY OF CHANGE

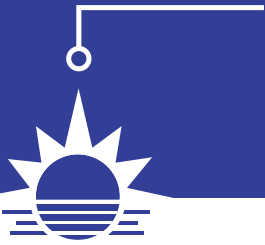
TARGET POPULATION

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

LAUNCH OUTCOMES

THRIVE OUTCOMES

IMPACT

- Entrepreneurs **identify barriers** to personal and professional success

- Entrepreneurs **recognize their own potential** and are empowered to define their personal and professional success

- Entrepreneurs experience self-worth, personal agency, and **fulfillment of dreams**, potential, and ideas

OWNERSHIP OF SELF

Entrepreneurship Activates Potential

- Entrepreneurs **explore and ideate** business concepts

- Entrepreneurs **launch and capitalize** their business

- Entrepreneurs and their households experience **financial stability** and growth through operating thriving, resilient businesses.

OWNERSHIP OF WEALTH

Economic Mobility and Inclusion

- Entrepreneurs **build community** with one another

- Entrepreneurs develop **meaningful connections** to coaches, customers, community

- Entrepreneurs invest in their communities as owners, employers, and **local leaders**

OWNERSHIP OF COMMUNITY HEALTH

Vibrant, Unique, and Empowered Communities