



Startup Colorado

www.StartupColorado.org

LinkedIn: [Startup-colorado-official
ruralstartup.substack.com](https://www.linkedin.com/company/startup-colorado-official-ruralstartup.substack.com)

To Colorado's Leaders:

We talk about building something out of nothing. Disrupting the status quo. Assuming risk without guarantee of reward because we believe in something.

We could be describing the entrepreneurial spirit. We could also be talking about the founding of America.

Entrepreneurship is profoundly American. In the last 250 years, we have forged a shared mythology steeped in innovation, optimism, and perseverance. It speaks to our love of independence and self-reliance; it also speaks to our value of community and collaboration. After all, nothing truly great is built alone. To value entrepreneurship is to value America.

This Independence Day, we celebrate what our country has achieved and acknowledge the challenges it faces. The divisions and tensions that threaten to tear us apart will not be easily overcome. We believe, however, that the power of entrepreneurship is a unifying force. The entrepreneurial spirit is a mindset, an internal belief system. Even if you are not personally an entrepreneur, you understand the value of it in others.

You understand the impact entrepreneurship has upon your local communities. You understand the value of job creation, economic diversification, and placemaking. Entrepreneurship is what gives your community its unique identity: the art galleries, the coffee shops, the bookstores, the tech startups, the rocket companies, the craft food and beverage manufacturers.

When we support entrepreneurship, we support American communities.

While Startup Colorado is politically agnostic, we are not apolitical. We recognize that policy plays a foundational role in the ability of entrepreneurs and small business owners to “startup.” It can create or remove barriers. It can celebrate success stories or stifle them. And in rural areas, policy has the power to shape the essential resources that dictate a community’s chances of prosperity or poverty.

“Rural” is too often regarded as an afterthought or an audience to be leveraged before the next election. Perhaps this comes from a lack of understanding or empathy. We think it’s a lack of vision. A missed opportunity.

In Colorado, we are proving that when given the intentional resources and capital, rural entrepreneurs can compete with their urban counterparts. And in many cases, take the lead.



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Our work supporting the companies and the rural startup ecosystems in which they operate is ongoing. Startup Colorado is actively working with our partners to improve capital access and infrastructure, facilitate startup community building efforts, and expand rural storytelling as a belief-building tool.

For leaders who want to better understand, reach, and support rural Colorado's entrepreneurs and economic ecosystems, Startup Colorado is ready to serve as a trusted bridge into the communities, founders, and local partners doing this work every day.

But our organization, and others like us, depend on the support of policymakers and the ripple effect their attention creates. Favorable policy for rural entrepreneurship has the capacity to move capital—from grants to VC to small business loans—to communities that would otherwise miss out. It can dismantle stereotypes and misbeliefs about who can build a business and where. Given the proper support, entrepreneurship has the power to transform communities into places that thrive and grow. A place we can be proud to call home.

This Independence Day, we encourage our leaders to look rural communities in the eye as equals and ensure they receive the resources to thrive as peers and partners to their urban counterparts. But more than this, we ask our fellow Americans to support their local entrepreneurs. Support the people building something out of passion and grit.

Because when we support entrepreneurs, we support America. We support something that unites us in a shared dream. And we think that's something we can all get behind.

If you'd like to see how we communicate directly to founders across the state, you can read a similar message [here](#).

Sincerely,

The Startup Colorado Team

