

Libraries Build Business in Gwinnett County

LIBRARIES ADVANCE ENTREPRENEURSHIP across the United States. With the relevant technology, resources, and staff expertise, libraries are well-equipped to support entrepreneurs and local small businesses in conducting market research, developing business plans, gaining access to emerging technologies, and sustaining small business amidst economic uncertainty. America's libraries have a critical role in addressing inequities in economic opportunity.



is a national initiative of the American Library Association, supported by Google.org, to partner with a cohort of 13 public libraries. The cohort will build local capacity and expand services for small businesses and entrepreneurs with a focus on businesses owned by people from low-income and underrepresented groups, such as Black, Latinx, and women-owned businesses.

With the goal of identifying promising practices and models for library-led entrepreneurship initiatives, the cohort, in collaboration with Google.org, will support a cohort of 13 public libraries across the country to develop and implement entrepreneurship programs in the nearly 17,000 public libraries.

Representing 12 states and including rural and tribal, urban, and suburban communities, the cohort will create a playbook of promising models and lessons learned available to all public libraries across the country.

New Start Entrepreneurship Incubator Eases Barriers for Returning Citizens

Gwinnett County Public Library's New Start Entrepreneurship Incubator will serve community members who have reentered society from prison or jail. The goal of the program is to provide options for employment and life success for returning citizens by providing information and resources to aid both reentry and entrepreneurship.

The next phase of this initiative will be the creation of an entrepreneurship incubator for returning citizens to develop business ideas, learn what is needed to run a successful business, and receive one on one support from successful entrepreneurs and business experts. We will run two, six-month cohorts. Each month a small business development program will be offered to participants in conjunction with our partners. Participants will be matched with an experienced entrepreneur mentor. The program will also include classes, in-person and online, on various subjects of need in the community. Participants will receive a laptop and Wi-Fi hotspot for use during program enrollment.

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