

# Cultivating an Entrepreneurial Culture for Federally Recognized Tribe, Nottawaseppi Huron Band of the Potawatomi (NHBP)

Entrepreneurial Support Case Study

## Overview

Service Period:

- 2019 - Present

Geographic Location:

- Michigan

## ● The Situation

DWH partnered with the Nottawaseppi Huron Band of the Potawatomi (NHBP), a federally recognized tribe in western Michigan, to cultivate an entrepreneurial culture among its members. Recognizing the untapped potential within the community, NHBP leadership sought to empower its members with the tools, knowledge, and resources necessary to launch, acquire, or scale small businesses.

## ● The Solution

Instead of offering a one-size-fits-all solution, DWH deployed a nuanced, multi-phase approach tailored to the specific needs and aspirations of NHBP members:

- **Needs Assessment:** We designed and circulated a comprehensive survey to gauge interest, evaluate current skill levels, and understand the entrepreneurial dreams of the community members.
- **Curriculum Design:** Using the survey insights, we crafted a targeted curriculum complete with topics and training materials that addressed the unique needs of the tribe.
- **Educational Bootcamps:** Quarterly full-day workshops were planned, offering structured learning experiences and opportunities for attendees to provide feedback.
- **Personalized Mentoring:** For those who had successfully completed the educational sessions, in-depth mentoring opportunities were made available to provide hands-on experience and guidance.

## ● The Outcome

The COVID-19 pandemic brought unprecedented challenges, disrupting our planned in-person educational bootcamps. Undeterred, we swiftly transitioned to a remote learning model. Despite this pivot, we successfully conducted extensive surveys that gave NHBP an actionable roadmap to harness the entrepreneurial talents and interests within their community. All remote training sessions were recorded and archived, serving as a lasting educational resource for the tribe.



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