



Peer Learning and Leadership Network

Micro-Entrepreneurship for
People with Disabilities

Presented by Michele Martin

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Peer Learning and Leadership Network

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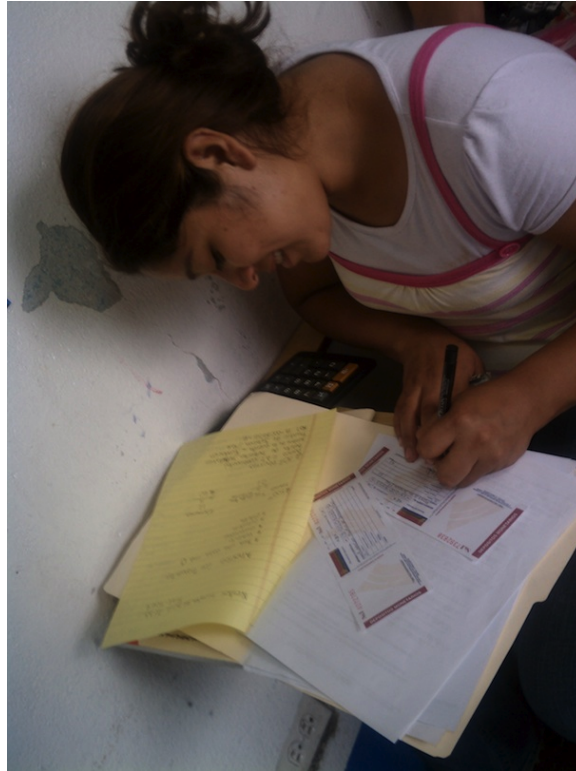
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Agenda

- What is micro-entrepreneurship?
- Why microenterprise?
- Why microenterprise for people with disabilities?
- Types and Examples
- Discussion

What is Microenterprise?



- **5 or fewer employees**
- **\$35,000 or less in start-up costs**



Based on **skills, interests and strengths** of small business owner

Why Microenterprise?



5:1=Ratio of job seekers to jobs

When You Need People To Hold It Together

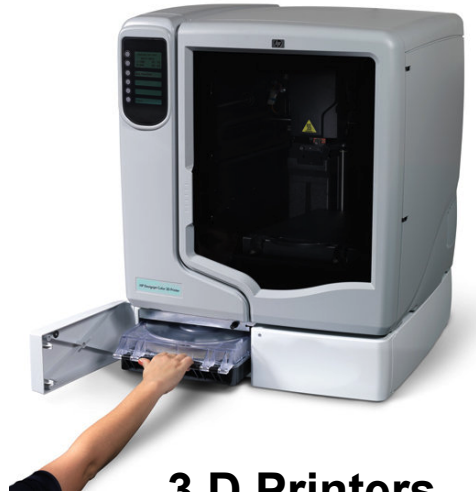
ContingentTM
force

Professional Contingent Workforce Resource
On - Demand



**58%=Employers who will hire PT
and “contingent” workers**

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3 D Printers



Rise of low-cost tools



Elance®

Rise of online networks

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Why Microenterprise for People with Disabilities?



Maximum flexibility

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Business based on **strengths & assets**

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More reliable route to **self-sufficiency**

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Increases **self esteem & motivation**

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Improves **quality of life**

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More **cost-effective**

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Examples of Microenterprise



Selling Products

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cafe**press**[®]
.com

threadless[™]
www.threadless.com



Culinary Incubator
The source in shared part-time commercial kitchen rentals



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Examples

- Food products
- Gift baskets
- Artwork (originals and designs on other products)
- Handmade items
- Digital products for download



Selling Services

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Examples

- Professional services
- Coaching, teaching, tutoring
- Pet or childcare
- Repair services
- Upholstering
- Mobile arts & crafts
- Customer service



“MicroTasks”

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Multiple Income Streams

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A Tale of Two Streams

- Webinars
- E-books & DVDs
- Video coaching
- Online tutorials
- Virtual assistant services
- Sell products on Etsy
- Perform microtasks for Task Rabbit
- Pet care



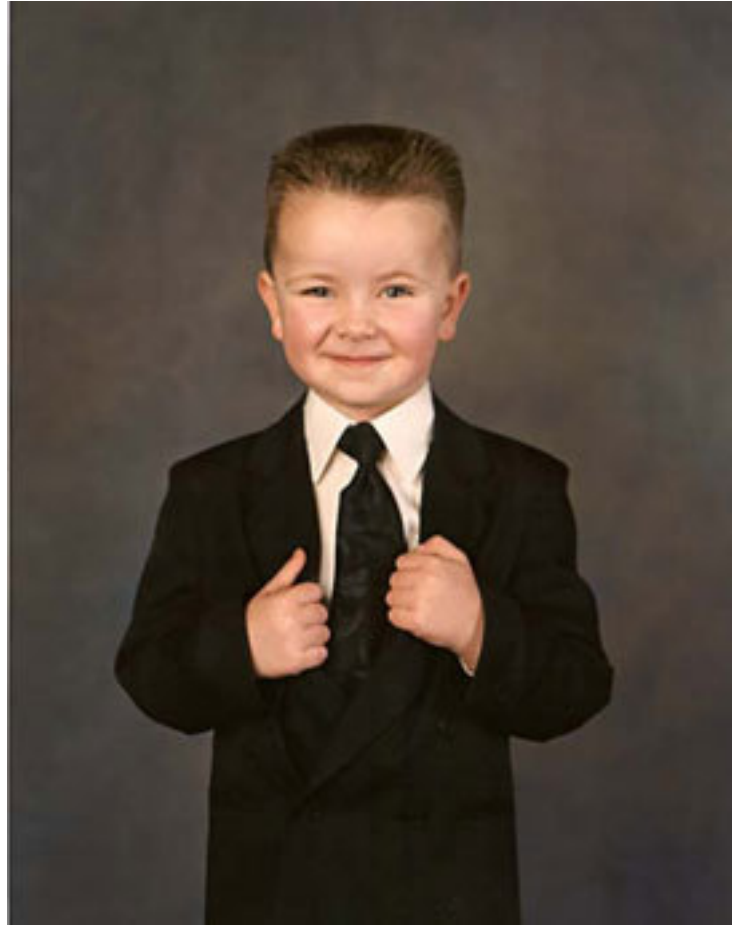
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How to Support Microenterprise for People with Disabilities



Educate yourself

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Think like an **entrepreneur**

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Discuss microenterprise as an **option**

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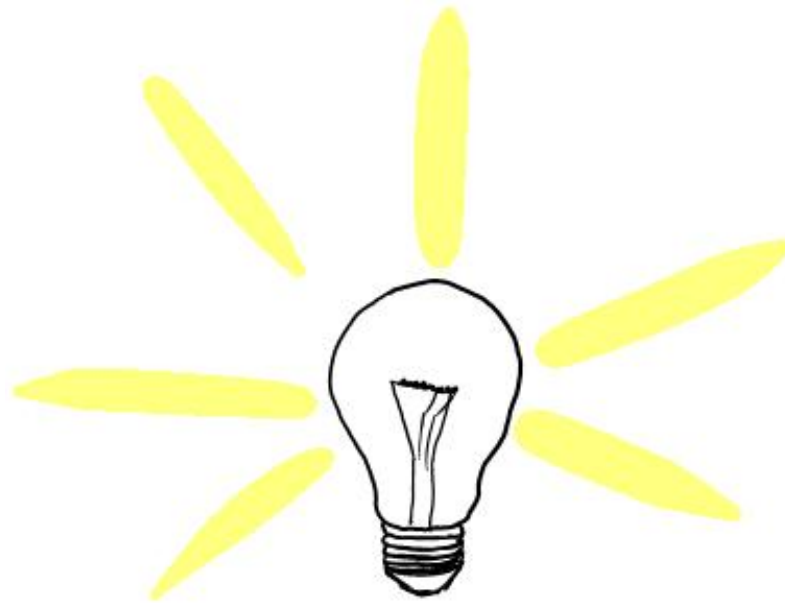
Share examples

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Build on **passions** and **assets**

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Brainstorm Session

Brainstorm **possibilities**



Focus on the **business idea**,
not the disability

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Link to Resources

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Develop Support **Networks**

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Challenges

Challenges

- Coordination with SSI/SSDI
- Healthcare concerns
- Concerns of PwD and families
- Lack of awareness/education

But we can overcome!

- Conversations
- Networks
- Resource/information sharing
- Problem-solving together



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