



Theory of Change

HOME REGION PROGRAM: NORTHWEST ARKANSAS

Enhancing Economic Opportunity

ADVANCING THE ENTREPRENEURIAL ECOSYSTEM

New businesses create nearly all net job growth, drive innovation and build local wealth. They also diversify the economy and reduce vulnerability to economic shocks. Yet Northwest Arkansas trails peer regions in access to venture capital and early-stage financing, particularly for underserved entrepreneurs who face persistent barriers.

Without a strong entrepreneurial pipeline and a collaborative ecosystem, the region risks missing opportunities to build a more vibrant, resilient and prosperous economy. Investing in that pipeline now is essential to sustaining long-term economic growth and opportunity for all.

What we plan to do



Expand access to capital through innovative financing



Support new business growth



Strengthen the entrepreneurial talent pipeline

How we plan to do it



Provide financing and technical assistance solutions that reduce barriers to capital access for Heartland entrepreneurs.



Fund programs that recruit, incubate and establish new businesses in Northwest Arkansas.



Support youth and adult programs that teach entrepreneurial mindsets and skills.

Why we do it



Northwest Arkansas trails peer regions and neighboring states in creating access to venture capital and angel investments.



New businesses create almost all new jobs. These young companies, working alongside larger, established ones, offer a wider range of good job opportunities in the region.



New businesses diversify the economy and reduce vulnerability to economic shocks.

