



# Diné Binaanish Yá'át'éehgo Noosééł Navajo Green Jobs

Formerly, Navajo Green Economy Coalition

# GREEN BUSINESS INCUBATOR

## Project Overview

### \* The project is about:

- Developing an incubation process to nurture business ideas and start-up businesses through a comprehensive business support program. This helps in establishing and accelerating growth and success.

### \* The goal of this project:

- to help create and foster independent locally-owned businesses that can serve the needs of Navajo communities by using appropriate sustainable business practices.

# GREEN BUSINESS INCUBATOR

## Project Overview

### \* **The scope of this project:**

- Pre-feasibility Study
  - Identify stakeholders – Stakeholder Mtg 1
    - That is you.
  - Define the type of incubation program – Stakeholder Mtg 2
    - Mixed use
    - Virtual
  - Secure resources for planning
- Feasibility Study – Stakeholder Mtg. 3

# GREEN BUSINESS INCUBATOR



## January - February:

- \* Met with NACET to collaborate
- \* Guidance by CEO, Russ Yelton



## March - April:

- \* Mapping of green projects
- \* Compile stakeholder list
- \* Develop Survey questions



## May- June:

- \* Interview stakeholders
  - \* Economic Development – Albert Damon
  - \* RBDO offices
  - \* Nonprofit orgs

# GREEN BUSINESS INCUBATOR

## Survey Results

\* Stakeholder surveys completed and the results are:

23 responses out of 100

1. On a scale of 1 to 10 with 10 being the highest, how would you rank your knowledge of an incubator? - **5.8**
2. On a scale of 1 to 10 with 10 being the highest, how would you rank your knowledge of a microbusiness? - **6**
3. On a scale of 1 to 10 with 10 being the highest, how would you rank your knowledge of a green or sustainable project? - **7**
4. Would you support this green business incubator if it could be demonstrated that success could be measured and achieved? – **100%**

5. What role, if any, would your organization have in the creation of an incubator? (ie. personnel, meeting space, etc.)
  - Meeting space
  - Serve as advisor and provide technical assistance (tribal laws)
  - Research, analyzing, community outreach
  - Fundraising
  - Support as a team member
  - Product development
  - Strategic planning
  - Financial data gathering
  
6. What financial support, if any, would your organization provide either in the initial creation of the incubator or in its ongoing operation? (ie. staff person at the Chapter).
  - Budget planning at the chapter
  - Available to raise funds
  - In-kind services
  - we are a nonprofit
  - We are a micro lender

7. Should the incubator be a central resource area for potential entrepreneurs and local service providers in your community (ie. Chapters, RBDOs, Consultants, Community Colleges)
  - Yes, work with already established services (Chapters & RBDOs)
  - Serve as an informational and educational resource
  - Maybe not central as there are many issues with Navajo
  - At a NN agency close to interstate
  - Navajo Chamber of Commerce
  - Dine College
  
8. Are there potential partners, consultants or programs you feel that could help manage the incubator?
  - SBDC, NNSCI, NNEPA
  - Chapter administration
  - Bik'eh Hozho
  - Dine College Land Grants
  - USDA/NRCS
  - Navajo Chamber of Commerce
  - North Leupp Family Farms
  - Grand Canyon Trust
  - Dine Agriculture Inc
  - Coconino County SEDI
  - APS

9. What type of corporate structure, do you think, would be appropriate for the incubator? (ie. 501c3, LLC, etc)
  - 501c3 for grant purposes
  - LLC or hybrid
  - CDC
  - Depends on mission or organization
  - Not familiar
  
10. What reasons would you think would make the green business incubator fail?
  - Lack of cooperation
  - Lack of funding
  - Lack of participation
  - Too many leaders
  - No strategic planning
  - Lack of community education and outreach
  - Political involvement
  - Lack of incentives, motivation
  - Lack of supporters



11. What would be a reasonable measure of success for the incubator?

- Number of tenants
- Graduation rates
- Business plan/financial packages
- Amount of contract procured
- Community involvement, not only elected leaders
- 5 successful businesses in 1<sup>st</sup> year
- 10-20% increase in green businesses
- 50 jobs created in 1 yr or 5 or more within 2 yrs
- Profit
- Funding
- Business plans

12. Would a member of your organization be willing to serve on a planning team and/or Board of Advisors?

- Yes, depending on time and scope of responsibilities
- Have no experience in business or law
- Limited experience to food enterprises

13. Is there any reason you think an incubator should not be created?

- No
- There are so much benefits of an incubator
- Yes, diverting resources from other projects like green curriculum
- Are you doubting by asking this question?
- Lack of land
- Duplication of services

14. What issues, if any, affect new businesses that should be considered?  
(ie. What are the barriers)

- Land withdrawals
- Lack of support, tech assistance
- Lack of tools to operate a business
- Limited to “green” business only, keep it wide open for now
- Business site leasing process
- Source of loan financing
- Lack of marketing research and analysis
- Lack of follow through

## 15. What resources or services should the incubator provide?

- Shared space (Wifi, computers, printers, fax)
- Financial training
- Business plan
- Dine' values
- Legal support
- CPAs
- Networking / Marketing courses
- Workforce development
- Clearinghouse for information, access to resources
- Mentors

## 16. Should the incubator support businesses that promote tourism?

- Yes – 82.6%
- Depends on business, green? ecotourism
- Its big business
- As long as in Dine' values, not harm enviroment
- Shiprock Fair good one to start with
- Study carefully so to not deplete local resources

17. If yes to #16, should wages be higher than the current minimum wage?

- Yes – 65.2%
- No – 8.6%
- Other – 26%
- Depends on job
- Until profit is attained
- Tourism big business
- To not have high turnover rate
- Encourages careers

18. What screening process should be used for potential clients for the incubator (ie. Business plans, application, etc.)

- Preapplication with business plan, financial package
- Navajo preference
- Trade names
- Determination, drive, motivation, ability to think critically
- Knowledge of tribal laws
- Trust

19. Is there any green business types that you feel should not be served by the incubator? (ie. Appropriate business for areas)

- Screened by a case by case
- All welcomed!
- Clean coal technologies
- Casinos
- Wind turbines
- Green wash variety
- Large resource development
- Lets grow marijuana

20. Are there any questions I have not asked that you think are relevant to this survey?

- Funding sources to benefit an application (microlending, etc)
- Access to an attorney
- Is on-line business green?
- Survey too long
- Questions vague, education on incubator and green business before survey sent

21. Are there other organizations/individuals in the area that should be contacted in regards to this study?

- SBDC – Gallup or Holbrook
- Eastern Agency incubator
- RBDO
- Business Regulatory
- Chapter Admin
- NGO
- Youth programs
- Navajo Chamber of Commerce
- LIUNA
- Honor the Earth
- NAU College of Business
- NAU Indigenous Studies Program
- Successful traditional entrepreneurs (craftspeople, farmers, ranchers, herbalists, etc.)
- In due time, they will come when they see movement and belief is established

# Yee' go Green Jobs!

**For More Information:**

Diné Binaanish Yá'át'éehgo Noosééł  
Navajo Green Jobs

[navajogreenjobs@gmail.com](mailto:navajogreenjobs@gmail.com)

[www.navajogreenjobs.com](http://www.navajogreenjobs.com)