

San Marcos, CA – Resilient Entrepreneur Program

Location: San Marcos, CA (North San Diego County)

Venue: California State University San Marcos

Intro to the Program

We believe that entrepreneurship can be a viable pathway out of poverty. By leveraging campus and community resources, we can assist aspiring entrepreneurs from low-income communities as they navigate the entrepreneurial journey. These entrepreneurs face a unique set of obstacles beyond those confronted by all entrepreneurs. Our underlying philosophy is that anyone is capable of being an entrepreneur and that all start-ups matter. We view entrepreneurship as a learnable process, but also as a journey that involves a definable set of steps. Our approach centers on activity-based metrics and the belief that, for every step we can help aspiring entrepreneurs take, she or he will take two or three more on their own.

Contact: [CSUSM Innovation Hub – Resilient Entrepreneur Program](#)

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