



Can Social Entrepreneurship Work in the Rust Belt?: A Mom, a Dream, and a Declining Downtown

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COLLECTION EDITED BY Drew Harris

COLLECTION

TheEmergentEntrepreneur

EDITION

1st edition

MARKET

College/higher education
and Professional and
scholarly

This course reading...

- Identifies the lessons learned about social entrepreneurship success from a coffee shop founder in a declining downtown in the US rust belt.
- Explores the types of business models that are better served toward social entrepreneurship.
- Discusses gender and rural stereotyping in business and how this impacts entrepreneur confidence, connections, and funding options.
- Is ideal reading for students of Business and Entrepreneurship, Gender Studies, and Cultural Studies as well as entrepreneurs and small business managers.

What lessons can be learned about social entrepreneurship success from a coffee shop founder in a declining downtown in the US rust belt?

Launching her coffee shop in a declining downtown in the US rust belt in 2003, entrepreneur and young mom **Jennifer Brogee** thought that a well written business plan and a social mission was the path to success. After being denied funding, she soon realized the many challenges she would face as a young woman and mother in business. *Social Entrepreneurship in the Rust Belt* documents Jennifer's 20-year business evolution from startup to exploring new paths beyond the coffee shop. A business model with tight margins and high overheads, Jennifer details how she navigated the Great Recession, COVID and how she juggled multiple careers.

A story of independence and interdependence, this book is ideal reading for students of Business and Entrepreneurship, Gender Studies, and Cultural Studies as well as entrepreneurs and small business managers.

Jennifer Brogee MBA is an Assistant Professor of Business at University of Northwestern Ohio and Founder and CEO at The Meeting Place on Market.

Print edition: \$32.5 / £25.99

Ebook editions: \$26 / £19.99

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