



# Social Entrepreneurship in the Rust Belt: A Mom, a Dream, and a Declining Downtown

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COLLECTION EDITED BY Drew Harris

## COLLECTION

The Emergent Entrepreneur

## 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.

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