

## Winslow Sargeant: Statement of Purpose

The International Small Council of Small Business (ICSB) is a leading voice for small business globally. It has become the global voice for small business research, advocacy, and promotes best practices for small business support. I am honored to be part of this outstanding organization.

### 1. ICSB building a sustainable organization

ICSB is a non-profit organization that has many opportunities to make an impact to promote policies supporting small and medium-sized enterprises. The big challenge that ICSB must address include:

- A. Finances that will support program outreach and personnel to attend conference and important meetings.
- B. Need for succession plan that will bring the next generation of small business leaders and researchers into actively participating in ICSB
- C. Make the organization accessible to those underserved groups and women who have not been heard and are poised to contribute to small business policies and growth.
- D. Partner with other entrepreneurial organizations, especially, in the developing world where a fast growing youth population will be the leaders globally. The Power of the 1.8 Billion Youth should be embraced by ICSB.

### 2. ICSB Global Certificate 2.0

- A. ICSB should support and expand the global certificate program with Additional content.
- B. ICSB could generate funds for sustainable and be an offer on-line certificates to Small business leaders and advocates.
- C. Work with universities (non-profit and for-profit) to provide content and enter into partnerships.

### 3. ICSB 10x10 Program: Promoting Small Business Support and International Exchange. The partnership with the US Small Business Administration with ICSB can bring best-practices to more nations globally.

- A. The inaugural 10x10 program kicked off a great program at GW October 2018 with participants from 5 different continents. Provide more content to small business leaders in government and advocates
- B. Work with international non-governmental organizations (NGOs) to support viable financial ecosystems in developing countries.

### 4. Humane Entrepreneurship (HE), Artificial Intelligence (AI) and the Definition of work

- A. ICSB work with small business organizations, researchers, and business owners on what is the changing nature of work and employment.
- B. Link the UN SDG Goals with HE and the synergy with social entrepreneurship

I have been actively involved with ICSB since 2016. I attended my first ICSB-affiliated conference at GWOctober in October 2015. I was on a panel with the small business minister from Kuwait and the former Malaysian minister of Transportation. This was at the World Bank Office in Washington, DC.

I have since attended the conference in Seoul, South Korea, moderated the small business ministers panel for ICSB's world conference at the United Nations (UN) Headquarters in New York City, during which the declaration was made at the UN to create a "Name" day recognizing the importance of small businesses.

In the summer of 2016, I became the Vice President of Advocacy and Data Analytics for ICSB. In the Fall 2016, I was asked by ICSB and accepted the role of Senior Vice President for Advocacy. This was a voting member of the ICSB Board of directors.

In September 2016, I was invited to be a keynote speaker at the ASEAN Marketing conference in Jakarta, Indonesia. I was able to spend time with Hermawan Kartajaya and Dr. Ki-Chan Kim. For me, this established why a fast growing developing country like Indonesia needs a clear and effective plan to support entrepreneurship and small business formation and growth. With more than 200 Million people, Indonesia will need to create sustainable jobs to employ their youths and residents.

In November 2016, I attended the Egypt Entrepreneurship Summit (EES) in El Gouna, Egypt. I served as a moderator and participant at the conference.

In April 2017, I attended the UN with Executive Director Ayman El Tarabishy, where the General Assembly of the United Nations formally adopted June 27th as the Micro-, Small-, and Medium-Enterprises (MSMEs) International Day. This was a huge accomplishment.

In mid April 2017, I attend the annual KBIZ meeting in Seoul, South Korea and presented the news of the adoption by the UN of MSME day.

In April 2017, I attended the OECB WPSME meeting in Paris, France and shared the news that the MSME day was adopted by the General Assembly of the UN.

In May 2017, the inaugural ICSB Knowledge Summit was held in the UN's ECOSOC Room. I was asked to moderate the 2nd small business ministers panel. This panel was co-chaired by Argentina's Minister for Economic Development and the US SBA Administrator, Ms. Linda McMahon. We successfully added a number of organizations who financially supported this event. Facebook was a founder of MSME international day and a partnership announcement was announced and signed.

In June 2017, I attended the 61st World Congress in Buenos Aires, Argentina.

In early October 2017, I attended as a delegate to OECD's Working Party for SME (WPSME) in Paris, France.

In late October 2017, I attended my 2nd GWOctober. This event at George Washington University was focus on the meaning of work. SBA Administrator Maria Contreras-Sweet accepted the invite to be the keynote speaker.

In early November 2017, I attended a Korean Small Business meeting in Seoul, South Korea.

In November 2017, I was an invited speaker to the Egypt Entrepreneurship Summit in Hurghada, Egypt. I moderated panels of small business economy and worked with ICSB's Academy faculty and students to discuss lean startups and entrepreneurship.

In early December 2017, I was invited to be a panelist at Slush in Helsinki, Finland. I was one on 2 panelists, The other member was His Royal Highness (HRH) Prince Constantijn Oranje, The Netherlands.

In February 2018, I attended as a delegate to the OECD working party meeting in Mexico, City.

In April 2018, I attended the KBIZ meeting in Seoul, South Korea.

In April 2018, I was a delegate to the OECD WPSME in Paris, France.

In May 2018, I was a moderator to the 2nd annual Knowledge Summit in the ECOSOC room in the UN. This was a 2-day event. ICSB successfully worked with the UN for special granted access for a Saturday meeting.

In June 2018, I attended and moderated a session at the World Congress in Taipei, Taiwan.

In October 2018, I attended the Italy Conference in the Amalfi Coast and the OECD WPSME in Paris, France.

In November 2018, I attended the Egypt Entrepreneurship Summit (EES) in Luxor, Egypt.

In January 2019, I attended the USASBE meeting in St. Pete's Beach, Florida.