

Launch Box

Review of 2013 Goals

Launch Box

- Initiated in 2011 in response to economic constraints and challenges
- Developed with full cooperation of the following partners:
 - UW-Parkside Small Business Development Center;
 - Community Economic Development Corporation;
 - Wisconsin Women's Business Initiative Corporation

Economic Constraints

- High Unemployment
- Lack of Industrial Park land & Class A industrial buildings
- Need to foster existing small business development services
- Expand those services to meet the needs of entrepreneurs

Challenges

- To strengthen, revitalize and coordinate business assistance provided by the partners that include CEDCO, UW- Parkside SBDC and WWBIC for both neighborhood and high impact entrepreneurs.
- To act as a Small Business Ombudsman that will serve as an intermediary and champion between the entrepreneur and the partners, as well as City agencies.
- To encourage more people to consider entrepreneurship as a potential career option by creating and feeding the entrepreneurial pipeline and creating an entrepreneurial culture in the City.
- To focus on a proactive retail trade industry recruitment and growth program that will create and retain jobs as well as create tax base and increase personal income.

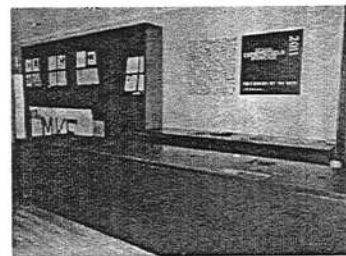
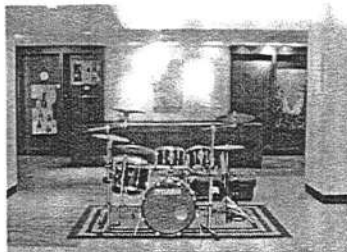


2013 Launch Box Work Program

- Launch Box One-Stop Center
- Networking and Collaboration Events
- One-on-One Technical Assistance
- Ombudsman
- Fast Pitch 2013
- Open Innovation
- Surveys

One-Stop Center

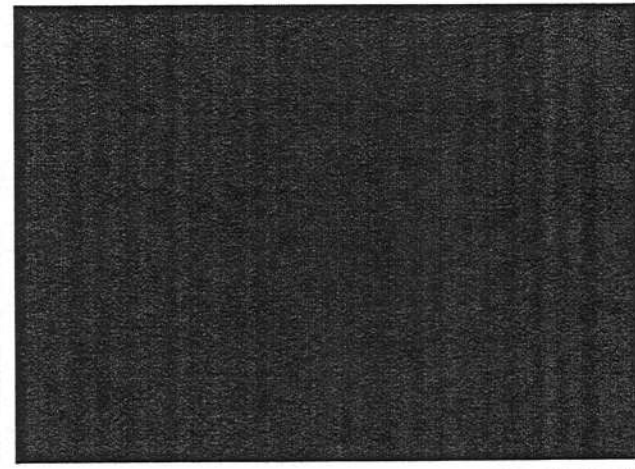
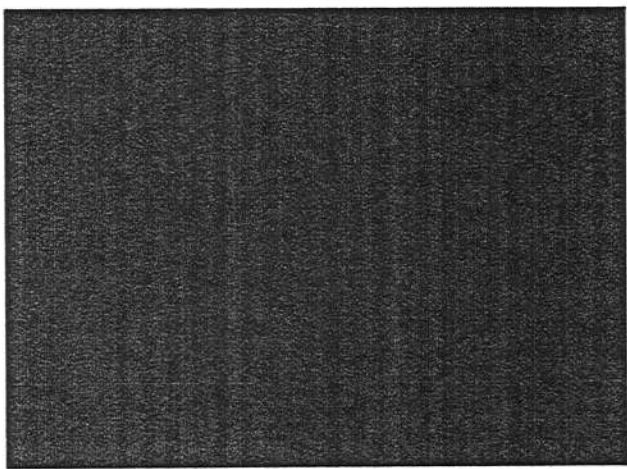
- Establish and manage a highly visible One Stop Center for services and resources – Proposed location has 12,900 cars per day
- Co-working space
- Partnering with MiKE and the Greater Milwaukee Committee
- First step to more permanent space such as that proposed at Root Works
- **Goal:** 50 businesses become members of the Center



Co-Working Spaces

- Research shows that social interactions among creative workers tend to generate learning opportunities that enhance innovation and productivity
- Videoconferencing is not the same as face-to-face interaction ~ nothing replaces a group sitting together arguing in front of a white board
- The setup offers the possibility of sharing ideas, building connections and fostering creativity

*Co-Working ~ Think
about it....*



1099 Economy

- Outside traditional W2 payrolls
- This category was growing before the recession and in every sector except government
- Bureau of Labor Statistics: the self employed will account for 40% of American workers by 2019

Networking & Collaboration Events

- Key component to enhancing the entrepreneurial environment is networking and collaboration
 - Group training
 - Webinars
 - Social networking
 - **Goal:** 12 events will be held



One-on-One Technical Assistance

- Initial assessment of the specific needs that will help grow the business
- Appropriate referral to a Launch Box partner(s)
- Expand the partners to include fee based private consultants
- **Goal:** 100 entrepreneurs/small businesses will use Launch Box as a resource



Ombudsman



Help!

- Serve as an intermediary and ombudsman for the entrepreneur as they navigate City Hall to secure permits and licenses.
- **Goal:** 6 entrepreneurs/small businesses will receive assistance with regard to City Hall

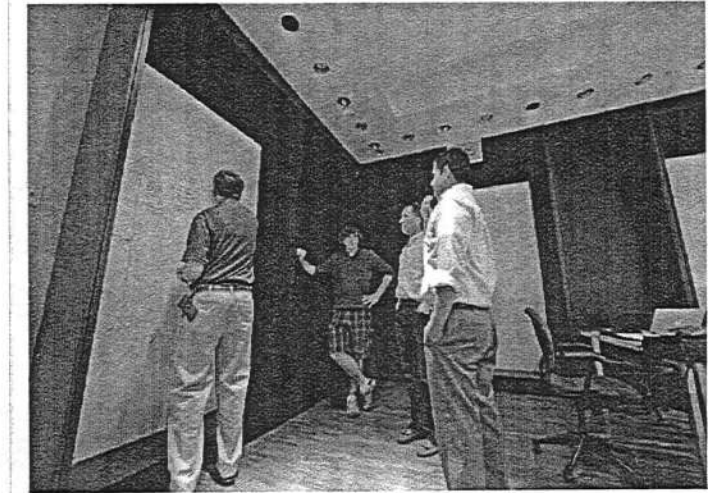


FASTPITCH

- Launch Box must also cultivate public support and recognition for the importance of entrepreneurship in the Community
- Fast Pitch Business competition helps accomplish this
- Top City business to participate will receive special recognition through the Mayor's Entrepreneurial Award
- **Goal:** 14 City businesses will participate

Open Innovation

- Provides entrepreneurial teams with the opportunity to compete to solve an operational problem identified by a local established business
- Promotes collaboration among entrepreneurs
- Potential for new start-ups around identified ideas
- **Goal:** 2 open innovation projects



Surveys



- Interviews with small businesses to determine challenges and opportunities for their business
- Provide important information regarding programs and services that are needed
- Builds the relationship with business owners to provide on-going mentoring services
- **Goal:** 25 businesses will be surveyed