

LAUNCH BOX 2014 WORK PROGRAM

4th Quarter Report

Activity	2014 Goals	4th Quarter 2014	2014 Total
Entrepreneurial Assistance			
- Increase Membership at Launch Box Co-Working	50	19	109 (a)
- Launch Box staff will be certified as a GrowthWheel® Advisor.	4/1	Completed	Completed (b)
- 150 unduplicated entrepreneurs/small businesses will use Launch Box to access technical assistance.	150	60 (c)	138
Entrepreneurial Culture			
- Fast Pitch Business Competition – promote submissions by City entrepreneurs	14	Completed (d)	17
- Award Mayor’s Entrepreneurial Award to the top City of Racine business participating in Fast Pitch	1	Completed (d)	Completed
- Continue Open Innovation program that provides student teams an opportunity to compete to solve fact based business problems	2	1 (e)	2
- Professional Development Events – a key component to enhancing the entrepreneurial environment is networking and collaboration events.	12	5 (f)	18
- Recognition of Role Models – Launch Box will promote awards that recognize new and innovative businesses and entrepreneurs within the City of Racine.	4	2 (g)	5
- Promotion of Entrepreneurial Initiatives/activities in the media	4 (h)	5	12
- Partners – Launch Box will work to gain insight into best practices for fostering entrepreneurial growth within our community, by adding partners.	(i)	Completed	Completed

(a) This number includes only new Business Members. In total there are 130 Business Members and 18 Partner Members.

(b) Launch Box Staff was Growth Wheel certified on February 11 and 12th. Advance certification was completed in March.

(c) This figure includes 8 technical assists associated with the Growth Wheel Seminar held on June 12, 2014 that were inadvertently not included previously.

- (d) Fast Pitch was held on August 20th at the SC Johnson iMET Center. A total of 31 entrepreneurs participated with 17 City of Racine entrepreneurs. The Mayor's Entrepreneurial Award was presented to the top scoring City of Racine entrepreneur, Kenya McRae of Scantributions.
- (e) On November 17th, Launch Box hosted a session for students interested in participating in the 2014 DECA Idea Challenge. The competition was a fun and exciting opportunity for students to be creative and innovative while learning about the entrepreneurial process.
- (f) 5 events were hosted by Launch Box (Technology 101, 3 Fridays with TED and Open House).
- (g) Staff nominated a local entrepreneur for the 2014 NACCE Outstanding Alumni Award. He subsequently won. A story was written featuring a Launch Box member in the Racine Journal Times.
- (h) Postings will occur at least weekly on Launch Box social media and website. Larger media articles will occur quarterly. 4th Quarter 2014 – Staff posts to social media and website daily. Three articles were posted in the Racine Journal Times (Anniversary, Unconference and Accelerator), Money Talks presentation and one article was on xconomy.com regarding the accelerator.
- (i) A regional Unconference on Entrepreneurship was held on for November 18th. The key note speaker was Howard Tullman from Chicago's largest co-working space, 1871.