



The Start-Up Institute 3 year Plan

Overall Goal: To continue to build an “entrepreneurial eco-system” that fosters and supports entrepreneurship in Wyoming and the region.

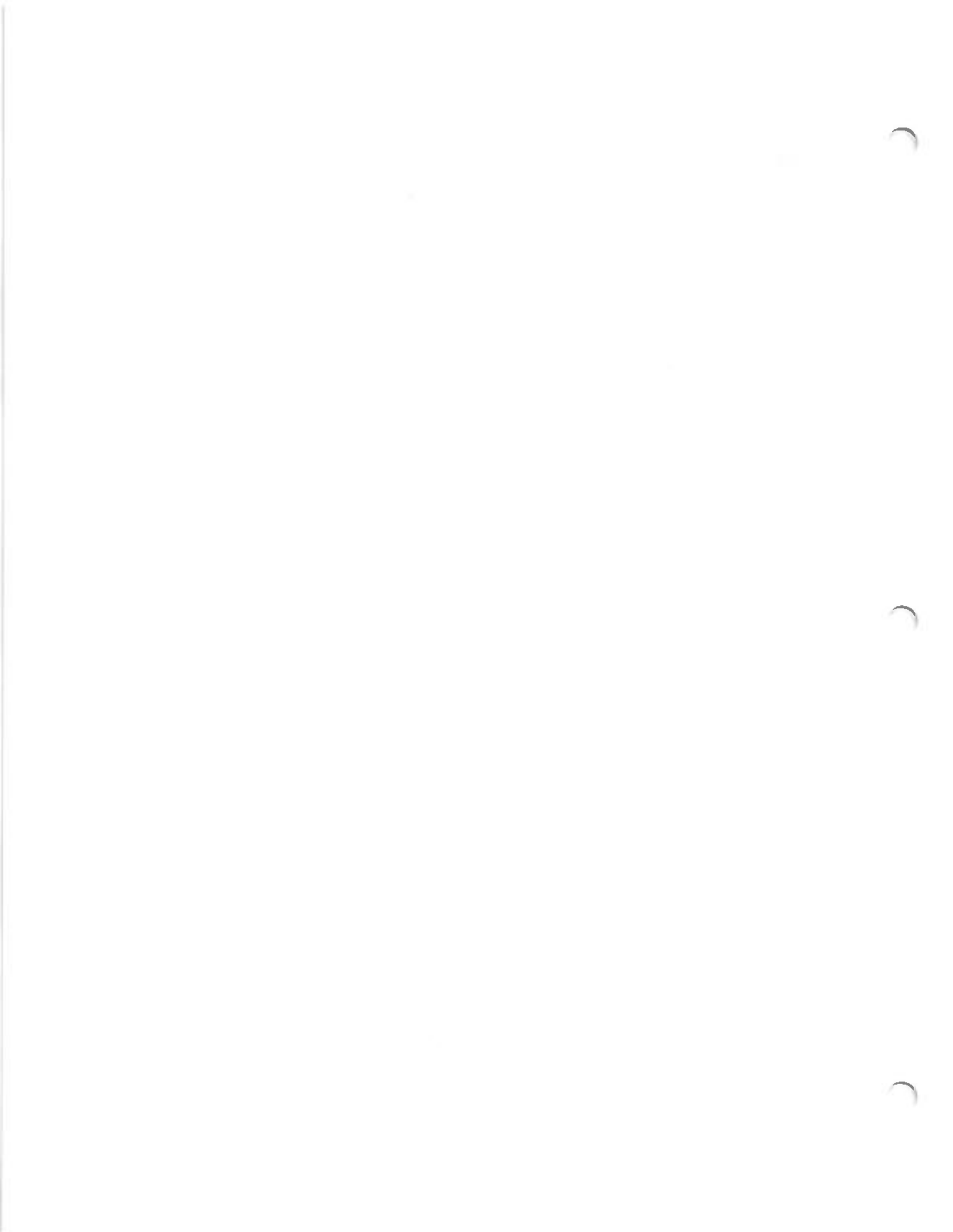
Key Objectives:

- 1) Build a broad and comprehensive entrepreneurial eco-system that creates extraordinary results in new business development, sustainable business models, and exceptional entrepreneurship educational opportunities.
- 2) Implement and strengthen workforce development and business training in Jackson, while building the reputation of CWC as the provider for high quality, professionally focused business, leadership and customized training programming that positively impact people’s lives and creates jobs.
- 3) Grow CWC enrollments by attracting a new student population and ever-growing wider audience of students to the CWC community.
- 4) Focus on ways to increase the reach of this programming and replication through technology and train the trainer models to expand to other communities outside of Teton County.

Key Eco-System Components

Education:

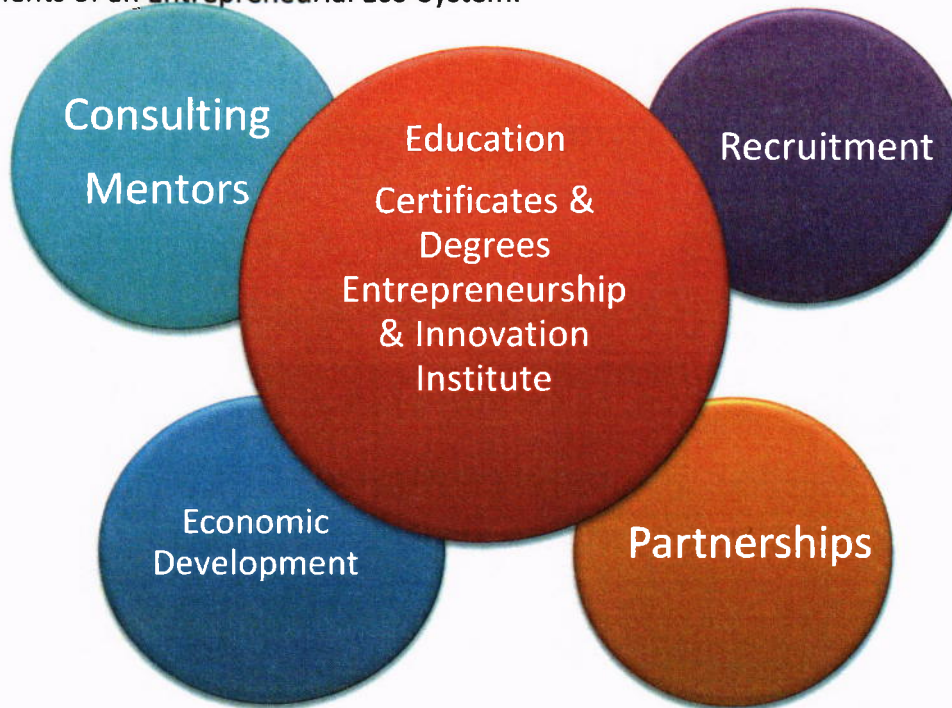
- 1) **The Start-Up Institute (SUI)** is the foundational program for entrepreneurs (and aspiring entrepreneurs) currently offered as a 20 credit credential program, in a 10 week “boot-camp” model. A second model of the Start-Up Institute is planned for Fall 2015 implementation which will be extending the same content over an 8 month period, allowing a new target audience to participate in the successful curriculum, by allowing them to work during the period and/or travel to Jackson once a month for classroom time, and complete through supplemental on-line course work.
- 2) **The Innovation Institute** was offered twice during the TAACCCT grant period, but is currently under revision with improvements in curriculum and reduction in cost of delivery as a priority. There remains a strong interest and market in Innovation skills.
- 3) **The Plans in Action** program is a new training program in development, with plans to implement in 2015. This is a program for alumni of the SUI to participate in ongoing education that will focus on the implementation and accountability aspects of starting a new business venture.
- 4) **TEDX**-has been funded with revenues generated by the SUI program and two events have been hosted in Riverton, drawing a collective crowd of over 600 people to hear engaging, informative, and inspiring speakers.





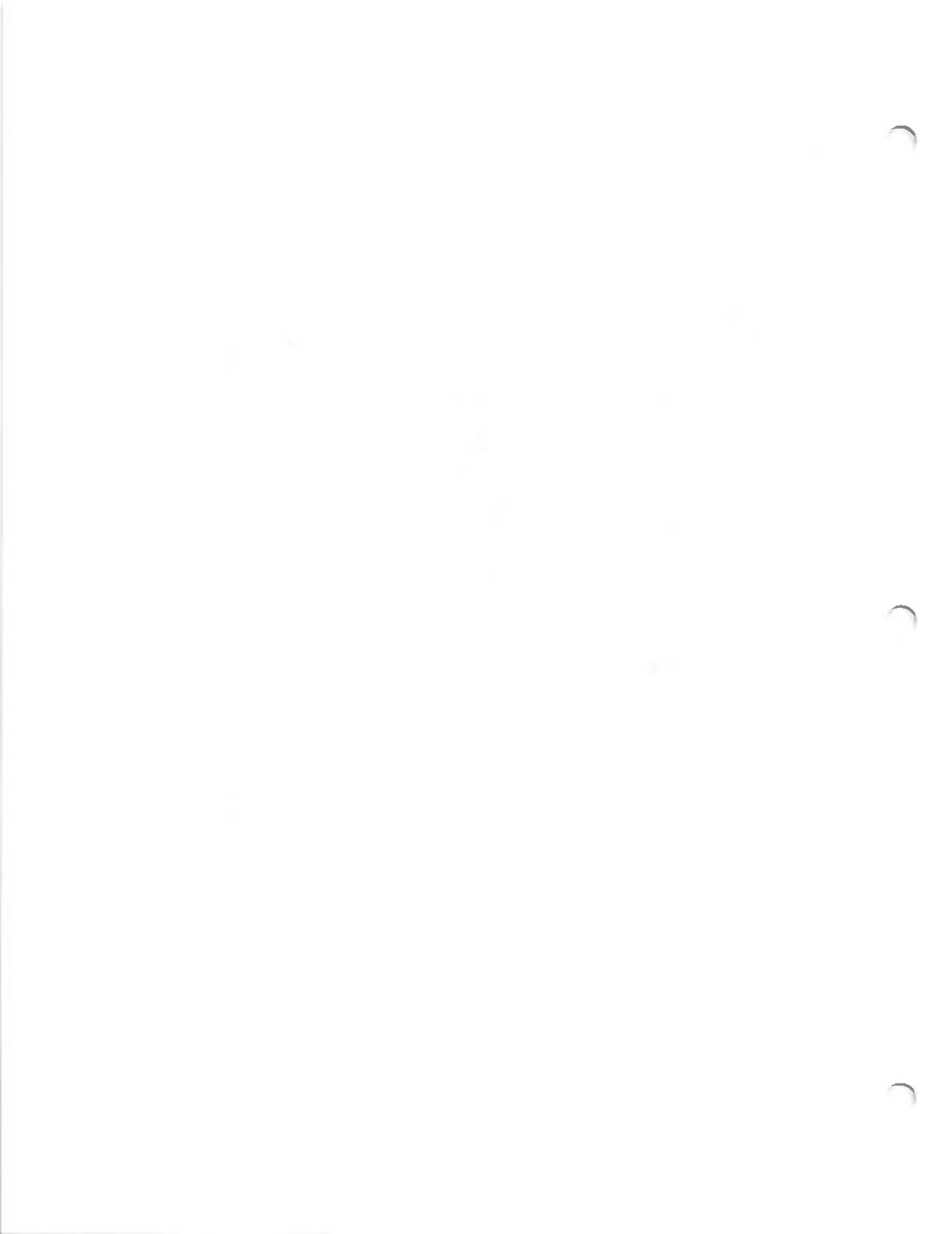
- 5) **Career Pathways** will be developed with the Jackson High School to create alignment with their Innovation space and need for business and leadership coursework.

Components of an Entrepreneurial Eco-System:



Consulting/Mentoring

- 1) **The Consultant Toolkit** is an on-line offering of tools for program participants to access and assist them with the development of their own business systems and processes. The Toolkit was created during the Innovation Institute by the CWC consultants to provide additional ongoing and "free" tools for participant support. CWC will continue to encourage growth, additions and expanded access to this offering.
- 2) **The Consultant Resources** continue to be one of the most valued aspects that is included in the SUI and Innovation Institute programs. CWC has generated over 30 MOU's with respected professionals willing to provide consulting services to our students at greatly reduced rates. The content areas include; legal, HR, Social Media, advertising/marketing, strategic planning, finance, leadership/management and more. There is still potential to develop and market this resource in new ways.
- 3) **Mentoring** is now reaching new possibilities for having a significant impact by creating a critical mass of alumni that are willing and able to mentor current students in the SUI.





Partnerships

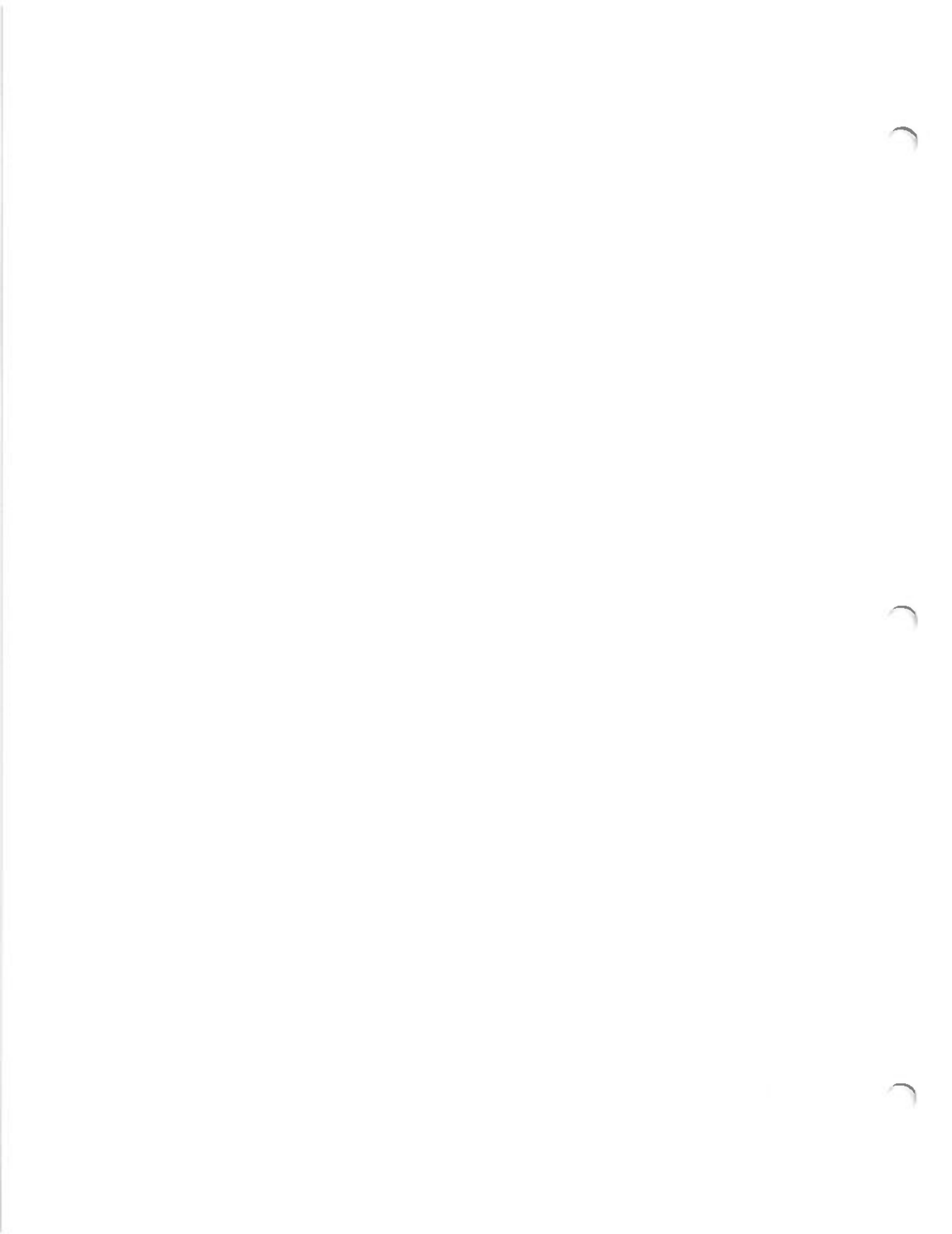
- 1) **Silicon Couloir (SC)** has been the most valued and active partner in assisting CWC efforts in Jackson and across Wyoming. Silicon Couloir was co-founded by our employee, Liza Millett, workforce coordinator in Jackson. Her relationships and connections to the entrepreneurial community in Jackson have proved invaluable to recruiting and launching both the Innovation Institute and SUI. The partnership with SC has also provided a credible and proven link to the existing businesses and start-ups, but also enhanced our marketing efforts by providing additional website support, and ongoing relevant activities for participants such as monthly Chance Meetings, and the critical Pitch Day event attracting angel investors and venture capitalists to provide valuable feedback and even funding for some of our most promising start-ups.
- 2) **Department of Workforce Services** worked with CWC to revise workforce training grant rules allowing entrepreneurs to be considered for funding. This has been instrumental in our recruitment and funding for participants. Depending on the status of their business they may be eligible for \$2,000-\$4,000 in grant funding to participate in SUI, Innovation Institute or other trainings relevant to their business.
- 3) **Wyoming Business Council** has long been an elusive partner until the recent success of SUI. They have now offered funding incentives for business plan development, limited funding for participants, and have a keen interest in how this model might be expanded across Wyoming.
- 4) **Spark** is the business accelerator and co-working space in Jackson, and has offered introductory rates to attract our students to their space and offered ongoing support and programs to support and encourage their success.

Economic Development- As a stated “End Statement” defined by the CWC Board of Directors “because of CWC’s partnerships with the community, the economic/business climate in our service area will be significantly enhanced.”

- 1) The Innovation Institute served 21 participants, with over 63 new jobs created during the 8 month institute, and another 153 jobs projected in the next three years.
- 2) The Start-Up Institute has served 56 participants, helped launch ___ new start-ups, created ___ jobs, and produced two films.

Recruitment

There has been concern expressed by some that perhaps this “entrepreneurship program (SUI)” is not sustainable for the long term. In and of itself that is a valid concern, hence, the need and approach for the broader “eco-system” approach that CWC developed from the beginning. With broader goals and a responsive, dynamic approach to programming; the current programs will remain strong as new programs and target markets will continue to be developed and





implemented to perpetuate growth. Our plans are not to support a stagnate “one-horse show” but instead to develop a comprehensive system of programs and services that grow with the new businesses, attract new students and partnerships, and create diverse revenue streams for ongoing support.

Historic Perspective:

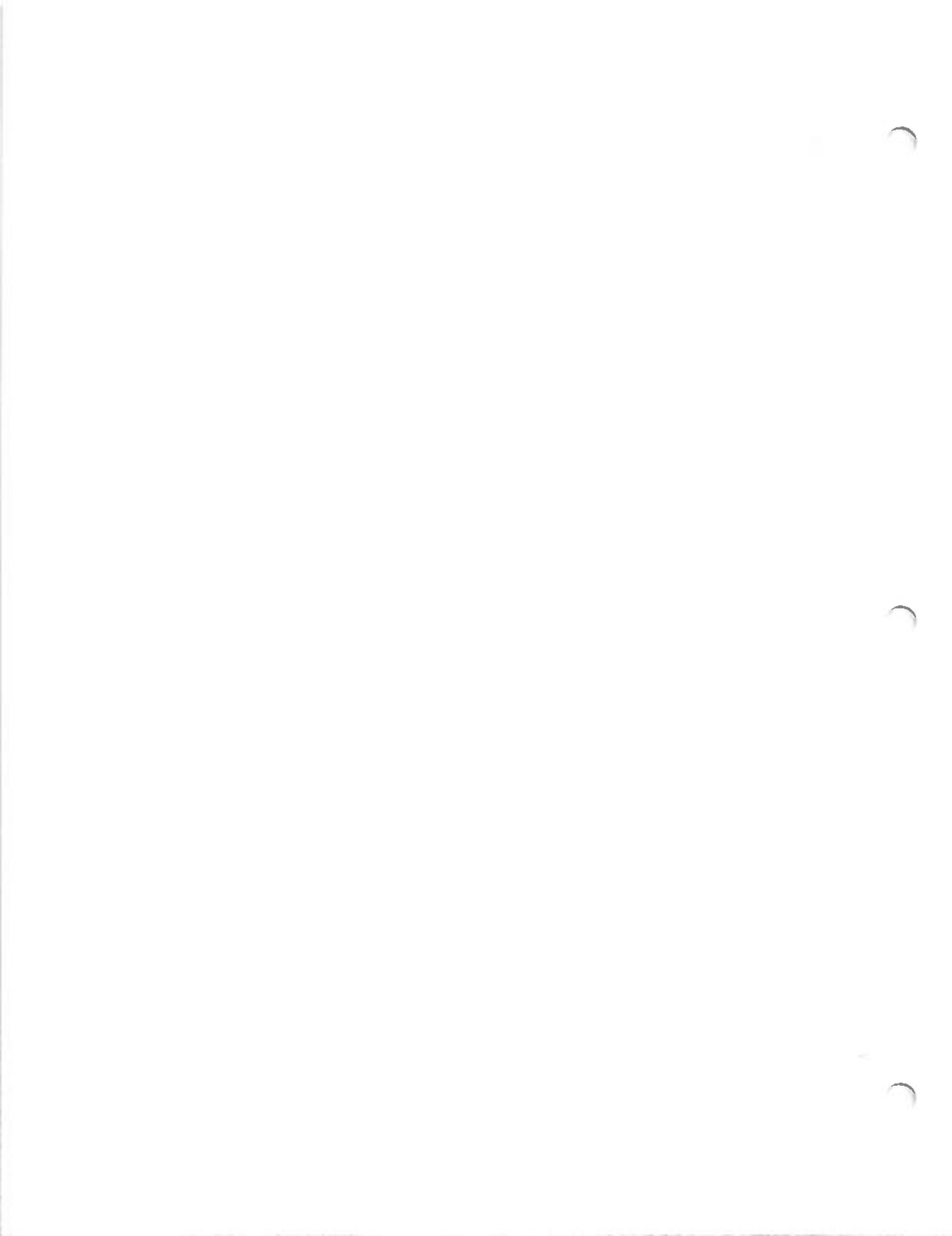
The TAACCCT grant funded and supported CWC in developing the Entrepreneurship credential, certificate, and degree programs. Additionally, customized training developed and implemented the Innovation Institute and utilized funding to renovate existing space into an Innovation Lab on campus.

In the course of the three year grant, the traditional entrepreneurship courses and programs were floundering with low enrollments and we were not meeting our grant objectives and obligations for serving students. The Innovation Institute recruited 21 business leaders to participate in the programs offered in Jackson and Riverton, and it’s success spawned the idea to offer the entrepreneurship courses in an “Institute” model. The Start-Up Institute model was created and with the key assistance of Liza Millett and her relationship with Silicon Couloir and Sandy Hessler and her previous experience as a very successful entrepreneur and instructor, the program was launched and from the very beginning has served 10-15 students in the 20 credit credential program. We are currently in our 4th offering of the program and serving now 56 students collectively.

Anticipating the grant ending and the success of the program a proposal was made to set aside \$50,000 per year for the three year period, to create a fund to support the program beyond the grant period with anticipation of developing a sustainable model. The funding set aside was denied. CWC has benefitted fully from receipt of tuition/fees, FTE generation, paid personnel, marketing, positive publicity, stronger partnerships, and excellent results!

This proposal now asks the college to look forward to further support of this comprehensive model and programming outlined above, along with consideration of the past success, and the sacrifices made within the WACE department and the college to fund these efforts moving forward.

Please consider that perhaps the most needed and valued programs may not be the “oldest” at the college, but perhaps the newest ones that grant funding allows us the luxury to create and test. Through this grant process we often find programs may have a short term need and are





fully terminated at the end of the grant. Others may have a vibrant future and are worthy of making the difficult decisions to fund, even when funding is scarce.

YEAR 1: July 2015-June 2016

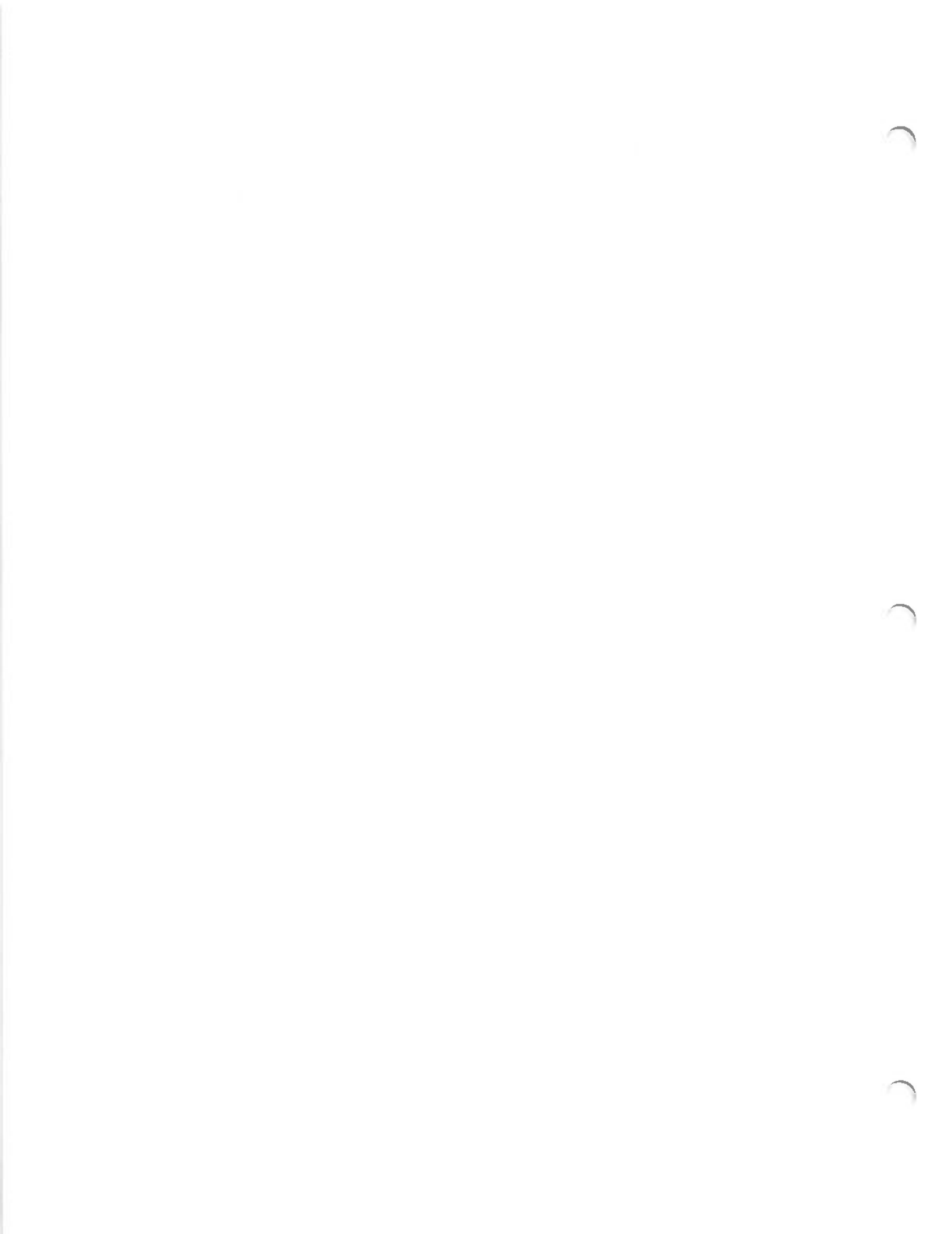
- Hold the first “extended” SUI 8 month program, beginning Spring 2016, attracting existing employees and businesses, as well as those willing to travel to Jackson once per month, supported with on-line content.
- Fall 2015 host a second SUI 10 week bootcamp program
- Fall 2015 begin the Plans in Action program.
- Develop a Leadership program offering during FY year.

YEAR 2: July 2016-June 2017

- Hold the second “extended” SUI 8 month program, beginning Spring 2017, attracting existing employees and businesses, as well as those willing to travel to Jackson once per month, supported with on-line content.
- Fall 2016 host a SUI 10 week boot camp program
- Fall 2016 begin the second Plans in Action program.
- Offer a Leadership program by Fall 2016
- Development of revised Innovation Institute

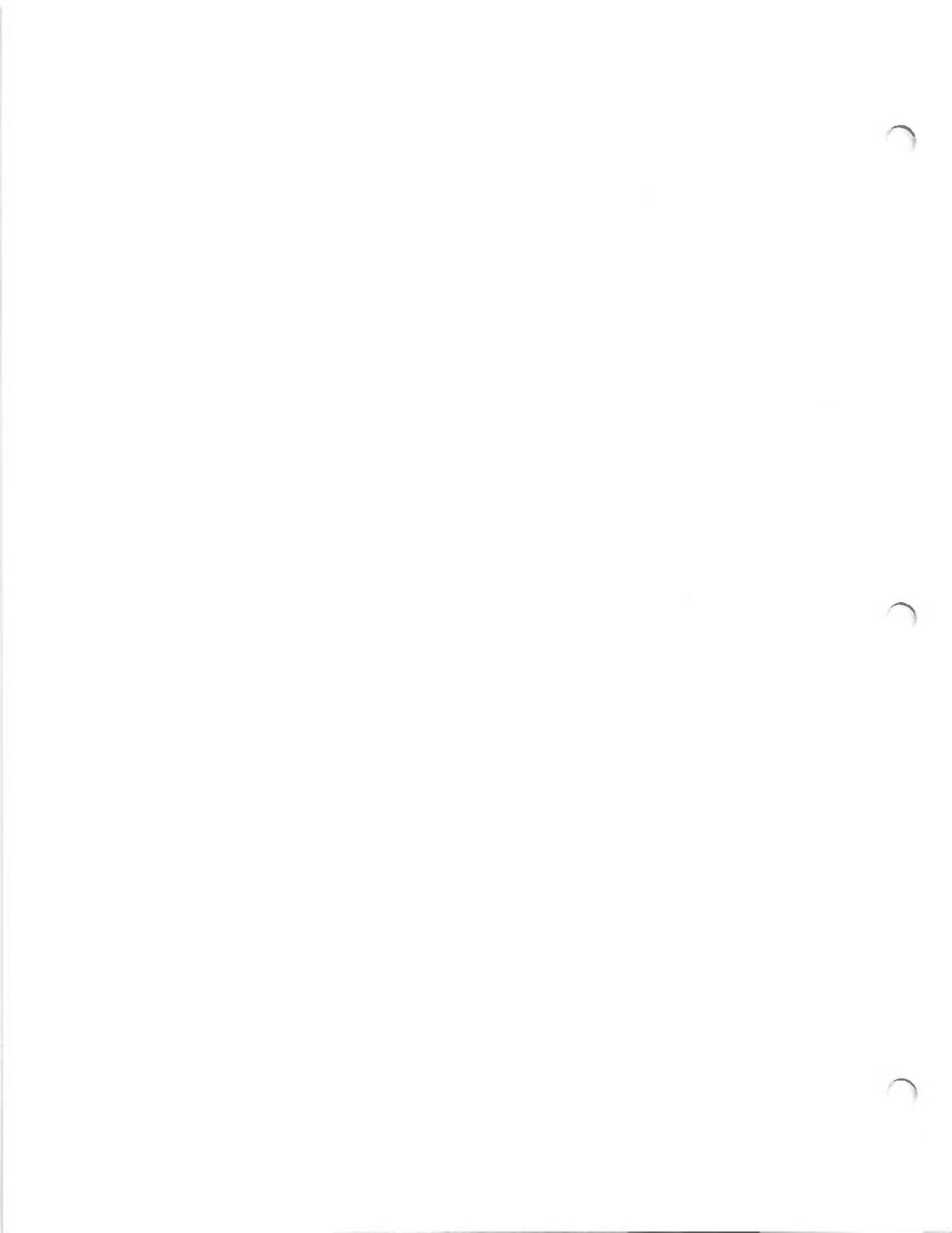
YEAR 3: July 2017-June 2018

- Hold the “extended” SUI 8 month program, beginning Spring 2018, attracting existing employees and businesses, as well as those willing to travel to Jackson once per month, supported with on-line content.
- Fall 2017 host a second SUI 10 week bootcamp program
- Fall 2017 begin the second Plans in Action program.
- Offer an ongoing Leadership program
- Implement a revised Innovation Institute



START UP INSTITUTE - POST CLASS

SUI Participant Name		Company Name	Operating Start Date	Number of Employees including self	3 yr projected job growth
Last	First				
Thomson	Dan	working on new idea			
Albrecht	Brian	Giv'r	2012	3	7
Crowley	Kathleen	Belle Eco	2014	1	2
Davies	Alissa	Awakened Art	2014	1	
Dyer	Lynsey	Unicorn Picnic	2011	5	
Feary	Jayne	Woofers	?		still seeking funding
Finnegan	Gordon	took a job at First Western Trust			
Hadlock	Ilka	took a job at JMHR			
Hatch	Amy	Garage Grown Gear	2013	5	15
Hotema	Kelly	travelerspetcare.com	2015	3	6
Koriakin	Christie	took at job at a startup			
Morales	Juan	Naughty Fruit	2015	2	4
Myers	Celeste	still working on idea	?	0	
Schreibeis	Veronica	Vera Iconica Architecture	2008	6	10
Wigglesworth	Rachel	Growing Great Families	2015	0	
Wilmore	Mary Lynne	9Cloud Webworks	2011	7	12
Church (Figenshau)	Emily	went back to real estate			
Ciampa	Johanna	hasn't launched	?	0	
Civello	Tony	gave up on idea			
DiGrappa	Emy	ThinkWY	1990?		works for an established non profit
Donovan	Matt	Contour Music Festival	2014	2	many many part-time employees during the festival
Freeburg	Alex	Uncouplelaw.com	2014	1	4
Gill	Nicole	Jackson Hole Hereford Ranch CSA	2015	1	1
Gute	John	VanKind	2015	1	
Hill	Jane	Jackson Equestrian	?		still seeking funding
Mudge	Ashley	Because I Like U	2014	1	3
Muncaster	Sue	Teton Adventure Park	2015	2	20 staff in summer months
Stein	Jeff	Contour Music Festival	2014	2	same as above
Wu	Kelvin	Maiden Ski Crafting	2012	1	2
York (Cortner)	Ruth	Family CPR	2014	1	2
Aguilar	Irving	Endless Summer Sports Arena	2016	5	?
Collins	Jenny	Jenny Collins & Company	2015	1	5
Drake	Sarah	Baby Bump	2014	3	6
Gene	Brady	Jackson Hole Distilling	2016	1	5
Koon	Stephen	MiBreathe	2014	1	1
Martin	John	Kali	2015	1	3
Oksanen	Arden	Foodscapes	2015	2	20
Perry	Laurance	Petit Secret Chocolates	1995	1	3



Schellenberg	Adam	Chair 83 Productions	2016	4	
Wood	Tess	Bad Doughnut	2015	1	4
Ziem (Hunter)	Kathryn	Alchemy	2014	1	3
P	Sarah	Cluster			
Bey	Clay				
DiBenedetto	Lynn				
Elledge	Ryan	Teton Speciality Woof	2013	1	
Fusiak	Bob	Hind-Sight Industries	2015	1	
Harrington	Tausha	VA Rivers	2013	1	
Kokol	Martin				
LaCasse	Sam				
Neiley	Kathleen	Full Circle Quilts			
Richard	Andrea				

