

Winston County Manufacturing Recovery Project

Strategy 2: Enhance career pathway options for learning and workers.

Action 2.5: In collaboration with the Winston County Manufacturing Sector Leadership Team, the Winston County Small business and Industry Incubator and ECCC's Small Business Development Center, identify and develop entrepreneur training and incubation opportunities for program participants in the manufacturing sector.

Deliverable: Entrepreneur training and incubation plan



East Central Community College (ECCC) will employ a part-time, small business coach at its Winston County center to assist credit and non-credit program participants interested in exploring the idea of starting a small business. The coach will provide instruction, counseling and specialized resources related to starting or expanding a small business.

The incubator within the economic development office will work closely with the small business coach to help find space and possible funding for startup businesses. At the point of readiness, the small business coach will arrange a meeting with ECCC's Small Business Development Center Director.

The SBDC Director will then work with the individual to develop strategies and techniques to ensure a successful startup and/or to strengthen an existing firm. These strategies include: prioritizing tasks, revenue and profit, specific marketing, finding customers and creating the businesses vision.