

Start Up Ashe Concept

Startup Ashe is a program to help local entrepreneurs grow faster and stronger. The website portal will provide entrepreneurs an ecosystem to train, find and connect to local support, events, and each other. It is a “one stop shop” concept that the entrepreneur will virtually find almost everything he/she needs through this portal.

Startup Entrepreneur Ecosystem

The startup ecosystem program is led by the NC Community College Rural Entrepreneurship Alliance. Wilkes Community College is seeking participation from Wilkes, Ashe and Alleghany Counties.

Cost

There is a \$50,000 recurring annual fee that will be spread over the 3 county area. Specifically, Ashe County’s portion would be \$15,000. The partners who will be contributing to the \$15,000 include:

- Wilkes Community College
- Ashe County Job Development (ACJD)
- Ashe County Chamber
- Blue Ridge Energy
- Skyline Telephone (*potentially*)

Should the County of Ashe choose to participate, their portion would be \$5,000.

Startup Ashe Portal Content

- Home
- Training videos
- Podcasts
- Partners
- Support topics
 - Money
 - Advice & Mentoring
 - Knowledge & Skills
 - Talent
 - Connections

The Entrepreneurship Engagement and Enablement Program



startup
[YOUR ECOSYSTEM]

HYPER-LOCAL PORTAL

Your community's digital portal to the startup ecosystem.



ON-DEMAND TRAINING

Expert online instruction tailored to meet your community's needs.



DIGITAL FUNDRAISING

Everything you need for interested stakeholders to lend support.



Alliance Benefits & Deliverables to Expect

01 Your custom Startup Your Ecosystem site will join the network of numerous other sites, making it less expensive to build, maintain, and stay current with engaging, actionable content and functionality.

02 A professionally produced video that profiles why your community is right for entrepreneurship and how your college can help entrepreneurs and businesses recognize what's available locally.

03 An online Community Calendar featuring your community's entrepreneurial events and activities that allows entrepreneurs and businesses to discover collaboration opportunities within the local ecosystem.

04 An ongoing and professionally managed marketing and messaging program designed to help local entrepreneurs and businesses discover and connect with the help available to start and grow their business.

05 A digital partnering and fundraising platform that allows local businesses and supporters to lend their financial support to your SYE program and get recognized for their contributions.

06 A private and secure instant messaging channel that allows local entrepreneurs and businesses to collaborate in real-time.

07 A listing in the Supportedly entrepreneurial resource directory that profiles free, low-cost programs and their providers. This proprietary directory makes it easy for entrepreneurs and businesses to get the affordable help they need to accelerate their startups.

Sensible Investment

Generally less than the cost of a full-time staff member and unquestionably less expensive than going it alone.

\$50K

AVERAGE ANNUAL
SUBSCRIPTION

FULL-TIME
STAFF
EXPENSE