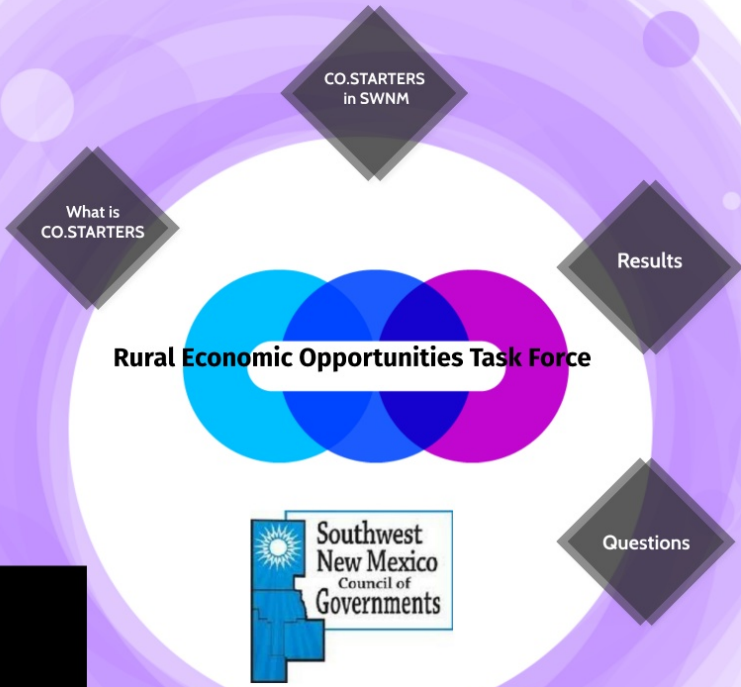


# CO.STARTERS

November 8, 2021



# Creating an Entrepreneur Ecosystem



## STAGES OF COMMUNITY GROWTH™

What's missing in your entrepreneur community?

CO.STARTERS

Team

The Program

# COMMUNITY ROLES IN ECOSYSTEM BUILDING™

*What's your ecosystem building superpower?*

CO.STARTERS



## Down Home Team

# Programming

## What's Covered

Participants develop and fine-tune their ideas, critically examining every part, and determining next steps through real-time feedback from people in the community.

## What Participants Get Out of the Program

- A deeper understanding of how to create a sustainable business
- The ability to articulate how their businesses work
- The next steps needed to move forward
- A community of peers, mentors, business services, and global network of support

CORE

REBUILD

GENERATOR

Tying it  
Together

# CORE

CORE is a 10-week cohort based program that equips entrepreneurs of all kinds with the insights, relationships, and tools needed to turn ideas into action.

The CORE program is structured in weekly, three-hour session covering the following topics:

**Week 1: Knowing Yourself**

Introductions, Assumptions, Working Styles, Team Building, Obstacles

**Week 2: Knowing Your Customer**

Customer, Problem, Alternatives, Idea Testing

**Week 3: Finding the Right Solution**

Solution, Benefit, Advantage, Starting Small, Brand Identity

**Week 4: Getting the Relationship Right**

Marketing & Message, Getting/Keeping & Growing Customers

**Week 5: Building Blocks**

Distribution, Revenue, Typical Offering, Price

**Week 6: Structures & Systems**

Legal & Accounting Considerations

**Week 7: Discovering the Bottom Line**

Start-up & Ongoing Needs, Fixed & Variable Costs, Break-Even Point

**Week 8: Financial Modeling**

Break-Even Point, Sales Projections, Cash Flow, Raising Capital

**Week 9: Planning for Growth**

Growth Plan, Goal Setting

**Week 10: Celebration Night**

# REBUILD

REBUILD helps existing businesses that have been affected by COVID-19 or other events that have cause economic downturn. REBUILD runs 10-weeks for 1 1/2 hour.

## **Week 1: Accessing Your Situation**

Expectations, Questioning Assumptions, Moving from Anxiety to Creativity, Addressing Obstacles

## **Week 2: Customer**

Your Changing Customer, Problem, Alternatives, Talking with Customers

## **Week 3: Solution**

The New Solution, Benefit, Advantage, Starting Small

## **Week 4: Marketing**

Relational Marketing, Shifting your Message, Marketing Strategies, Customer Loyalty

## **Week 5: Foundations**

Distribution Options, Getting Paid, Determining Unit of Scale, Pricing

## **Week 6: Legal**

Health & Safety, Employees, Contracts, Insurance & Liability

## **Week 7: Costs**

Transitioning Your Model, Streamline Costs, Gross Profit, Break-Even Point

## **Week 8: Financials**

Break-Even Point, Sales Projections, Sources of Capital, Cash Flow

## **Week 9: Planning**

Changing Model, Milestones, Next Steps

## **Week 10: Celebration**

## GENERATOR




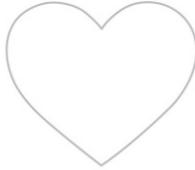



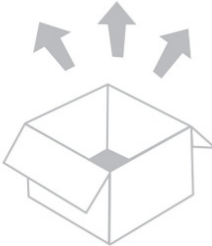




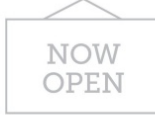

**GENERATOR** helps teens explore their passions through generating , testing, and launching ideas. **GENERATOR** is a great way to inspire youth with vision, enthusiasm, and tenacity needed to move from idea to action.

**IDEATE:** Helps participants come up with ideas for projects by exploring their passions and identifying problems in the community.

**DISCOVER:** Leads to self-discovery, helping them understand personal strengths, limitations, and the importance of bringing the right people on their team.

**BUILD:** Uses the CANVAS, an intuitive visual map, help participants to understand, organize, and test their ideas.

**LAUNCH:** Is a deeper dive into the topics introduced in the Build module, to actually launch their ideas.

<p><b>CUSTOMER</b> WHO DO YOU SERVE?</p> 	<p><b>PROBLEM</b> WHAT IS THE PROBLEM YOUR CUSTOMER HAS?</p> 	<p><b>SOLUTION</b> WHAT DO YOU OFFER YOUR CUSTOMER? WHAT DOES YOUR CUSTOMER GET?</p> 	<p><b>MESSAGE</b> WHAT IS YOUR STORY? HOW DOES YOUR CUSTOMER HEAR IT?</p> 	<p><b>REVENUE</b> HOW DO YOU MAKE MONEY FROM YOUR CUSTOMER?</p> 
<p><b>ALTERNATIVES</b> HOW IS YOUR CUSTOMER CURRENTLY SOLVING THE PROBLEM? WHAT ARE THE ALTERNATIVE SOLUTIONS TO THE PROBLEM? WHAT'S THE COMPETITION?</p> 	<p><b>BENEFIT</b> WHY DOES YOUR CUSTOMER WANT YOUR PRODUCT OR SERVICE? HOW DO YOU SOLVE THE PROBLEM?</p> 	<p><b>DISTRIBUTION</b> HOW DOES YOUR PRODUCT OR SERVICE GET TO YOUR CUSTOMER?</p> 	<p>NAME _____</p> <p><b>CO.STARTERS<sup>®</sup></b> CANVAS</p>	
<p><b>STARTUP NEEDS</b> WHAT ARE YOUR ONE-TIME NEEDS TO GET STARTED (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?</p>   			<p><b>COSTS</b> WHAT ONGOING NEEDS ARE ESSENTIAL TO KEEP YOU GOING (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?</p>   	

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The CO.STARTERS Canvas is adapted from the Business Model Canvas (strategizer.com) and is licensed under the Creative Commons Attribution Share-Alike 3.0 Unported License.



WHAT'S  
YOUR  
BIG  
IDEA?



Grant County Co.STARTER  
Alumni 2020 - 2021

Kneeling Nun Soaps  
Co.STARTER 2021  
Mimbres, NM

Imaginary Forge  
Co.STARTER 2020  
Silver City, NM

Daniel Garver Ceramics  
Co.STARTER 2020  
Silver City, NM

Boss Lady Suds  
Co.STARTER 2020  
Silver City, NM

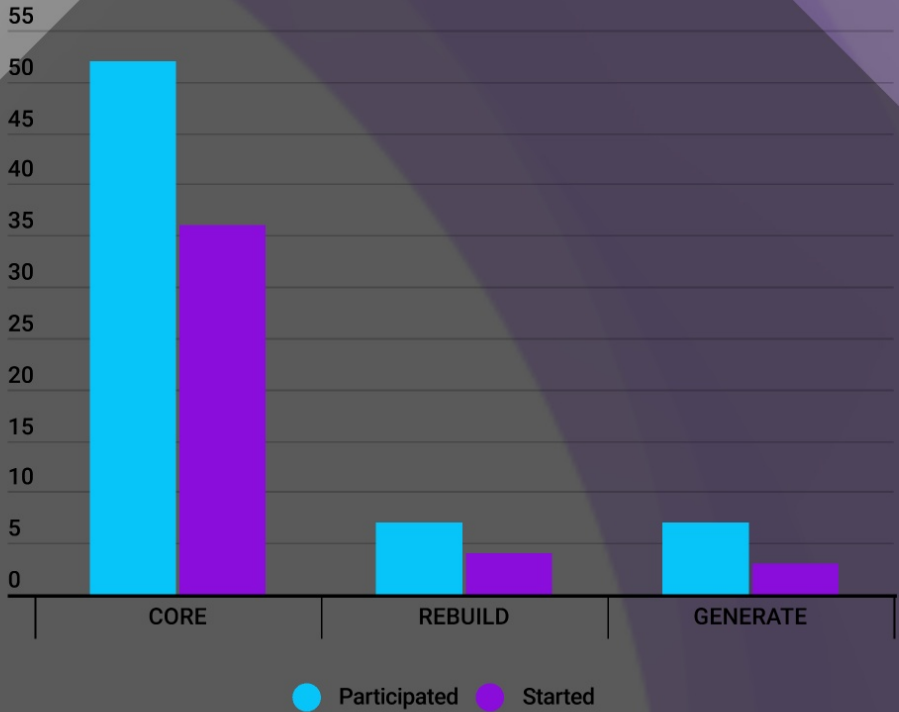
Flour Water Salt  
Co.STARTER 2020  
Silver City, NM

Let us help you become your own boss or take your business to the next level by joining a CO.STARTERS 10-week program starting September, 14th at the Bayard Public Library

## Boots on the Ground Recovery



# Real Results



# Partners

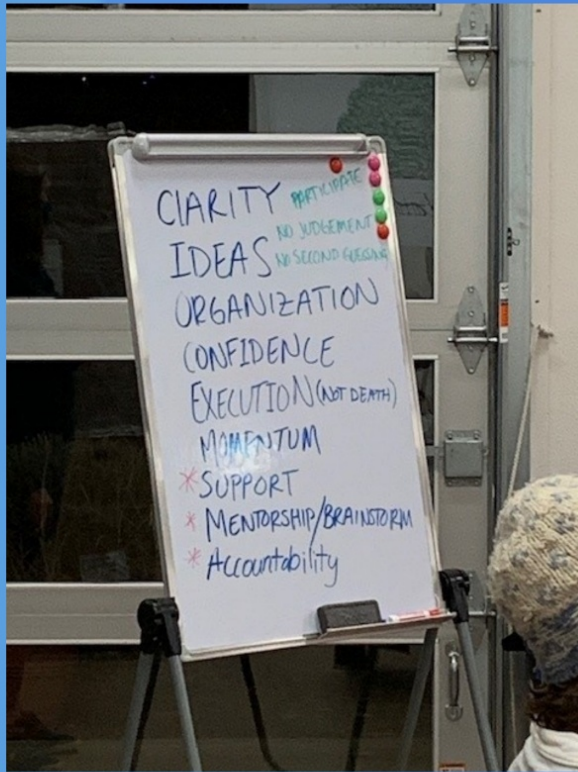
## Regional Partners

Caton County  
Grant County  
Luna County  
City of Bayard  
Town of Silver City  
City of Deming  
swmACT  
Deming-Luna County MainStreet  
Deming-Luna County Economic  
Development Corporation  
Deming-Luna County Chamber of  
Commerce  
Silver City-Grant County Chamber of  
Commerce  
Silver City MainStreet  
Bayard Library  
The Commons  
Grant County Juvenile Justice Office

## Guest Speakers

Future Forge  
Tyler Benting  
Carlos Labato  
Carney Foy  
Nick Prince  
Keely Tai  
Karen Hymer  
Ronald Hartley  
Charlotte McGaughey  
Mattie Eagle  
Jennifer Cook  
Kitty Clemens  
Emily Gojkovich

# Grassroots Team/Facilitators



## **Catron County**

Vickie Hornbuckle

## **Hidalgo County**

Roxann Randell

## **Luna County**

Christie Ann Harvey

Chelsea Evans

Debbie Troyer

## **SWNMCOG**

Priscilla Lucero

Kitty Clemens

Emily Gojkovich

## **Grant County**

Teresa Dahl-Bredine

Andrea Warner

Steve Chavira

Jamie Karolich

Lee Gruber

Tyler Bingham

Kori Wilkens

Dave Chandler



**Emily Gojkovich**  
**[emily@swnmcog.org](mailto:emily@swnmcog.org)**  
**575-956-1294**