



YOUR LOCAL BUSINESSES DESERVE A HAND.

Our Business Lab is a proven, plug & play solution for rural communities.

STOP LOSING PEOPLE & BUSINESSES.

You want talented, ambitious entrepreneurs driving your local economy forward, but don't have the time to help everyone. Introducing The Business Lab - a plug & play service that gives businesses in your community the support they deserve. Every Business Lab offers a full menu of programs, delivered remotely on your behalf by our experienced staff.

BUSINESS LABS OFFER:

STARTUP COACHING

Amplify your capacity to help new businesses launch! Your entrepreneurs get unlimited 1:1, on-demand coaching that helps them move from business idea to open for business. Sure, we help entrepreneurs plan, but we also help them problem-solve and overcome the many obstacles that pop up along the way.

BUSINESS MANAGEMENT COACHING

Unfortunately, most new ventures fail within the first five years. One-on-one business management coaching helps established businesses overcome common challenges, develop clear goals, and keep a laser focus on the things that actually matter. The result - stronger, more successful businesses.

PEER LEARNING ROUNDTABLES

Rural business owners can feel lonely. Our roundtables expand their access to smart business owners from across the country. Roundtables help businesses tap into useful resources and critical knowledge. They also help reduce the "you don't know what you don't know" pitfall that can trip up businesses in small towns.

PANEL DISCUSSIONS

Do you have online sales experts in your community? What about programmers, social media specialists, or web design experts? Professional Development Panels give your business owners direct access to expertise in all the right areas to grow their business. Help your small businesses become big businesses.

ACCESS TO TECHNICAL ASSISTANCE CLASSES

Your local businesses can also register for our growing selection of technical assistance classes that help business owners manage and grow their business. These experiences are all about "doing" and are built to help busy business owners get things done quickly and easily. *Registration fees apply, vary by class.*

WE THINK IT'S GREAT. WE'RE NOT ALONE.

Economic development leaders across the country are launching Business Labs because they're a simple, affordable, effective way to support local businesses. How do we know? Because they tell us!

"Main Street Iowa launched our Business Lab to amplify how we help small businesses and support the economic recovery of Main Street Iowa districts."

Michael Wagler | State Coordinator
Main Street Iowa
Iowa Economic Development Authority

"We are excited to add a Business Lab and the business coaching services it provides to the region. Our new lab will supplement the business services that already exist and increase our capacity to serve our local entrepreneurs."

Justin Nepl | Executive Director
Southern Valley Economic Development
Wahpeton, ND

"This is a great opportunity to support development of our existing businesses and startups... Innovation is something we all need to embrace and we have good partners and a network to help our community take that next step."

Jessica Pape | Executive Director
Manchester Area Chamber of Commerce
Manchester, IA

"Sherburne County is dedicated to providing resources to its businesses that help them grow and thrive within our community. The Business Lab helps us address a gap in our services and provides a cost effective solution to encourage the vitality of our local business community."

Tim Dolan | County Commissioner
Sherburne County, MN

We're currently powering Business Labs for more than 50 community partners across 5 states, making access to these services available to more than 700,000 rural residents!

EXPERIENCE AN AMAZING ROI.

How much value is created in your community when a new business opens or an existing business grows? Now compare that with the cost of our Business Lab plans below. We're confident the math works out in your favor.

Service Area Population	Paid Monthly	Paid Annually (save 15%)
2,000 or less	\$195	\$2,000
2,001-7,500	\$335	\$3,500
7,501-20,000	\$765	\$8,000
20,001-50,000	\$1,440	\$15,000
50,001-75,000	\$1,920	\$20,000
75,001-125,000	<i>available upon request</i>	<i>available upon request</i>

"This was really helpful! It's great to have tools to structure our thinking and someone to talk to."

Beth Ripp
Trending Now Productions
 Waunakee, WI

"Our coach helped us achieve a 200% annual revenue increase, in the middle of the pandemic..."

Molly Schreiber
Challenge to Change, Inc.
 Dubuque, IA

"I really valued the coaching and it was great to get ideas from someone outside of my bubble."

Carrie Kuhl
UpFrame Creative
 Brookings, SD

WANT TO LAUNCH BUT NEED ASSISTANCE?

Business Labs are an effective economic development tool. Because of their positive impact, we have funding partners who offer scholarships to help communities launch labs. If you want to launch an Business Lab but need some help funding it let us know - we have funding partners who usually provide \$500-\$1,000 scholarships to help you launch your lab! It's easy, just shoot us an email at hello@ruralideas.net to start a conversation.

YOUR COMMUNITY. YOUR RELATIONSHIPS.

POWERED BY OUR EXPERIENCED STAFF

Yes, our highly skilled staff of successful entrepreneurs manage all the services offered through your Business Lab. But make no mistake - it's YOUR Business Lab. You get a personalized webpage featuring your organization's name, logo, address, and mission. We work hard to make sure you get the credit for providing these amazing services to the businesses in your community.

HOW IT WORKS

Not to brag, but we've made it pretty simple to launch your very own Business Lab.

STEP 1: Sign up for the plan that's right for you (ruralideas.net/virtual-lab-signup).

STEP 2: We'll reach out to gather some key info and configure your Business Lab.

STEP 3: Once it's ready, you promote your lab to businesses throughout your service area.

STEP 4: Your local businesses schedule the services they want, when it's convenient for them, at no cost.

IT'S EASY TO GET STARTED:

1 If you're sold and ready to launch your lab, simply visit ruralideas.net/virtual-lab-signup to get started.

2 If you have questions or want to learn more, feel free to email hello@ruralideas.net and we'll schedule a time to chat.



MAKE DECISIONS BASED ON GOOD DATA.

WE'RE DATA HOUNDS. WE'RE GUESSING YOU ARE TOO.

You invest in a service and you want to know if it's producing value. We get it - we're the same way. That's why you get a session report every time a business in your community receives coaching and semi-annual impact reports. These reports ensure you know exactly how your Business Lab is helping businesses in your community grow.

REAL-TIME SESSION REPORTS

After every coaching session we provide on your behalf, we immediately email a session report. The purpose of this report is to ensure you know who we're helping and how it's going, in real time. Every session report provides the following information:

- Business name
- Coaching session type
- Coach's name
- Session date
- A breakthrough or key next step the participant identified
- A high-level session summary from the coach

QUARTERLY IMPACT REPORTS

We also provide quarterly impact reports, so you can see how your Business Lab is creating impact for your community over time. This report provides the following data points, accumulated from the date you launched your lab:

- Total # coaching sessions we've provided
- Total # businesses served
- Total # jobs created

We also provide a breakdown of sessions by:

- Type of coaching service
- First or follow-up service
- Reported business growth
- Business Type
- Business Status
- Business Industry