



**HOW WELL ARE YOU  
SUPPORTING ENTREPRENEURS?**

# 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 Virtual Entrepreneur Lab - a perfect way to give entrepreneurs in your community the support they deserve. Virtual Entrepreneur Labs offer a full menu of programs, delivered by successful entrepreneurs who know first-hand what it takes make a business work.

## PROGRAM DESCRIPTIONS

### **Startup Coaching**

Tired of business plans that don't create businesses? Your entrepreneurs get one-on-one coaching that actually helps businesses launch. Ongoing support and technical assistance helps your entrepreneurs not only create a plan, but turn it into a real-life business for your community.

### **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.

### **Entrepreneur Round Tables**

Rural entrepreneurs can feel lonely. Our round tables expand their access to smart business owners from across the country. These events allow your entrepreneurs to tap into best practices, useful resources, and critical knowledge. Round tables reduce the "you don't know what you don't know" pitfall that can trip up businesses in small towns.

### **Professional Development Panels**

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

### **E-Commerce Accelerator**

Our e-commerce accelerator is an intensive, 8-week program designed to help your local businesses grow their online sales. They'll create an engaging online presence and complete key steps to start building a national market. This hands-on learning experience is offered twice per year and participants are selected through an application process.

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I am freaking out excited  
about our Lab!

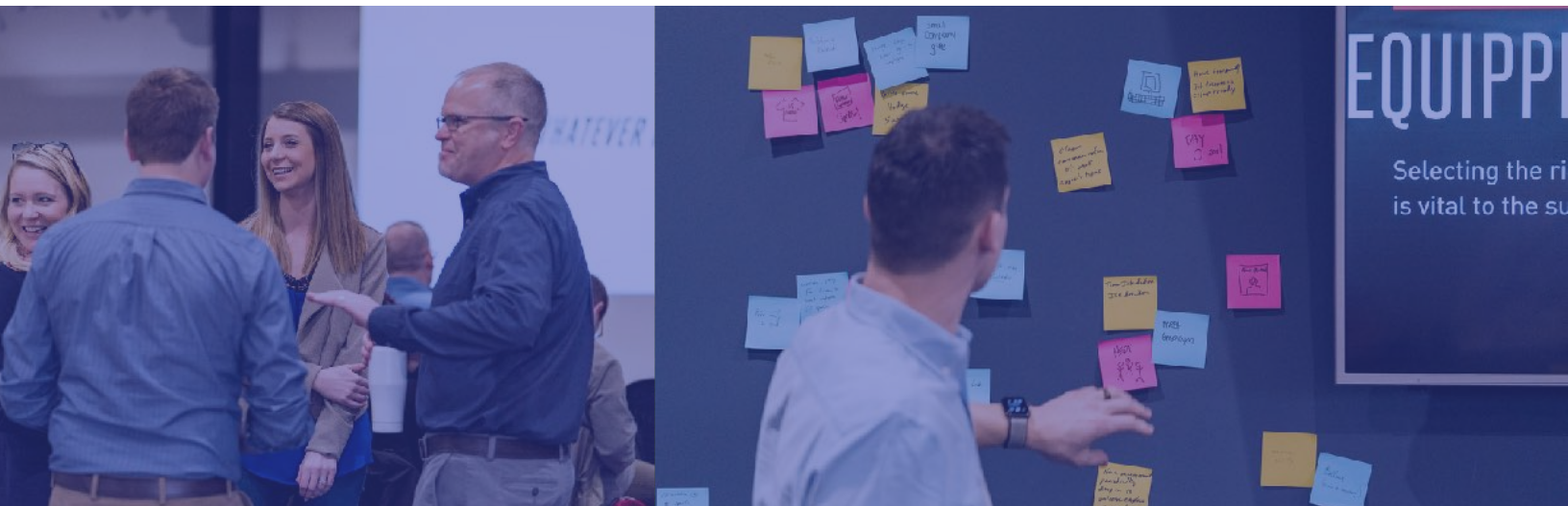
Jacque Rahe, Director  
Economic Development Corp  
Dyersville, IA | population 4,058

# WHERE VALUE OUTWEIGHS COST



How much value is created when a new business opens or existing businesses grow? Now compare that with the cost of a Virtual Entrepreneur Lab plan 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 plus	available upon request	available upon request



## DATA HOUND?

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 report every time an entrepreneur in your community participates in a coaching session. Each report shares the business name, the type of coaching they received, and any feedback they provided. With solid data in hand, you'll never have to guess whether your investment is a good one.

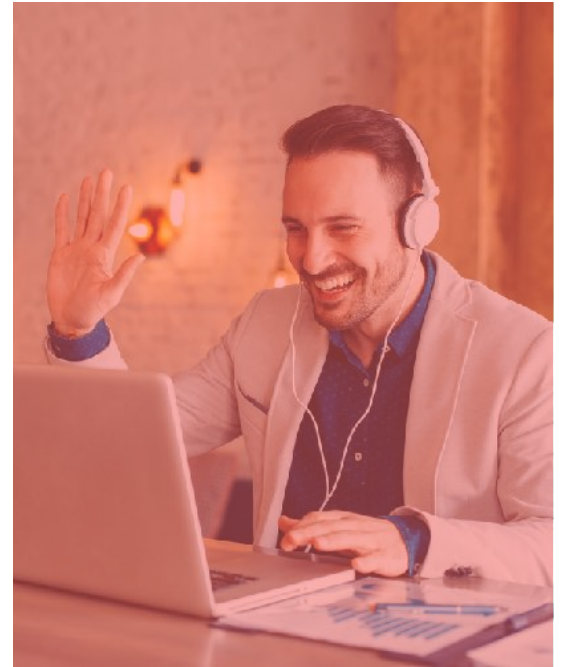
# EASIER THAN WALKING



After you sign up for a Virtual Entrepreneur Lab plan, you get a link to your custom Virtual Entrepreneur Lab web page. You distribute this link to entrepreneurs in your service area and they schedule the services they want, when it's convenient for them, at no cost.

Your Virtual Entrepreneur Lab web page is YOUR page. It features your organization's name, logo, address, and mission. That's right - YOU get the credit for offering these programs and services.

Using your custom web page, entrepreneurs can quickly and easily schedule coaching sessions, register for roundtables and panel discussions, and apply to participate in the business accelerator program. All powered by our experienced staff.



## GET STARTED

There are two easy ways to get started with a Virtual Entrepreneur Lab plan.

- 1 Simply visit [ruralideas.net/virtual-lab-signup](https://ruralideas.net/virtual-lab-signup) to purchase your plan. You'll get the link to your Virtual Entrepreneur Lab web page in just a few days!
- 2 Or, if you still have any questions, feel free to email [hello@ruralideas.net](mailto:hello@ruralideas.net) and we'll schedule a time to chat.



The Rural Ideas Network is a consortium of people & communities sparking growth in rural America using proven programs and services. The Rural Ideas Network is a 501(c)3 nonprofit organization. Learn more at [ruralideas.net](https://ruralideas.net)