



HELPING COMMUNITIES GROW,
ONE SMALL BUSINESS AT A TIME





StartUp Mendocino

BY **WEST BUSINESS
DEVELOPMENT CENTER**

**5th
YEAR**



INNOVATION



Hallmarks of successful
entrepreneurs around the world



RESILIENCE



EMPOWERMENT



INDEPENDENCE



StartUp 2025-Celebrating its 5th Year!



StartUp Mendocino offers early-stage entrepreneurs, in business for one to three years, the opportunity to participate in a specially designed curriculum that will provide them with the tools to make their businesses more efficient, effective, productive, and profitable. It also establishes an ongoing peer-to-peer network to provide collaboration beyond the program's timeline.

11

Innovative
ENTREPRENEURS



3

Peer-to-Peer
COHORT GROUPS



\$1,000
Business Seed
Grant



23
WEEKS

StartUp Program Curriculum

Foundations of Leadership: Creating a Foundation Built to Last
Understanding Finance Basics: Tasks, Actions and Reporting
Strategic Financial Navigation: Optimizing Your Path to Success
Unlocking Capital: Strategies for Successful Financing and Growth w/Mike Sholin
Building Strong Employee Relationships: Hiring, Onboarding and Management
The Brand Commitment: Branding your products and services
Attracting clients and Navigating Marketing Strategies
Customers for Life: Customer Service and Client Retention
Getting Digital: Making the Most of Technology
Mastering Sales & an Authentic Sales Pitches
Refining the Pitch

SUM Alum Series



“When you support a small business, you’re supporting a dream.”

IT TAKES A VILLAGE



THANK YOU



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