LAUNCH KNIGHTDALE

Let's Start Something

2020

www.launchknightdale .com
launchknighdale@gmail.com

AGENDA

- What is LaunchKnightdale?
- LaunchMyCity
- LaunchWakeCounty
- LaunchKnightdale Team
- Program Benefits
- Participant Requirements
- 2020 Timeline
- Becoming a Mentor
- Q&A

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WHAT IS LAUNCHKNIGHTDALE?

MISSION: LaunchKnightdale supports and develops entrepreneurs and small businesses in Knightdale, by providing instruction, mentoring, assistance with business loans, business development services, and networking opportunities.

We are especially focused on assisting minorities, women and/or low resourced entrepreneurs in developing successful businesses in our town.

KNIGHTDALE start something

Rotary Club of Knightdale

Knightdale Chamber of Commerce

WAKE TECH CENTER FOR ENTREPRENEURSHIP | WELLS FARGO

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LaunchMyCity is a global economic development movement that had its real start at Shaw University in Raleigh, NC.

- LaunchAtlanta
- LaunchDenver
- LaunchDetroit
- LaunchDurham
- LaunchLenaweeCounty
- LaunchRockyMount
- LaunchToronto
- LaunchWakeCounty

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LAUNCH KNIGHTDALE

LaunchWakeCounty

- Launch**Raleigh**
- Launch**WakeForest**
- Launch**Durham**
- Launch**Knightdale**
- Launch**HollySprings**
- Launch**Apex**
- Launch**Rolesville**
- Launch**Cary**

The largest concentration of LaunchMyCity programs is in Wake County with eight active programs and almost 200 graduates since January 2017.

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LaunchKnightdale Team

- **Machelle Alexander**, Co-Program Manager, Events
- **Dannesia Pullen**, Co-Program Manager, Communications
- **Katie Gailes**, Training Manager
- **Jonas Silver**, Catering Manager
- **Mayor James Robinson**, Advisor
- **Doris Jurkiewicz**, Advisor

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PROGRAM BENEFITS

- **Business Training**
  - Weekly 3 hour class for 10 weeks
  - 5 hours of assignments each week
  - Topics needed to complete the first draft of a business plan is covered
- **Mentoring**
  - An assigned mentor from the business community
  - One to One and Group options
- **Micro-Loans**
  - Access to Capital
  - Kiva
- **Networking**
  - Network with other entrepreneurs and business owners

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PARTICIPANT REQUIREMENTS

- Must own or plan to start a business in Knightdale
- Ability to supply a product or services that can generate profit
- Household income of $67,500 or below will be given priority
- Be interviewed by a selection committee
- Commit to attend all 10 3-hour classes plus an orientation and graduation
- Commit to completing all out of class assignments
- Willingness to meet and/or communicate regularly with assigned business mentor

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2019 TIMELINE

Information Sessions	May 1	May 14	May 28	Jun 11							
Application Deadline	Aug 17										
Acceptance Notification	Aug 25										
Orientation/Class Induction	Sep 3										
Classes	Sept 10	Sept 17	Sept 24	Oct 1	Oct 8	Oct 15	Oct 22	Oct 29	Nov 5	Nov 12	
Graduation	Week of Nov 21										

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BECOMING A MENTOR

- Experienced entrepreneur or business professional
- Committed to helping small businesses thrive in Knightdale
- Culturally competent = able to positively interact with people who are different from themselves
- Able to spend up to 4 hours a month with their mentee for 6 months
- Listens 80%. Talks 20%.
- Complete the mentoring application
- Be interviewed by a panel

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Q&A

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