2020 Start:ME Program Overview

Congratulations and welcome to the 2020 Start:ME Spartanburg program! You were selected for this enriching experience from a pool of over 90 venture applications based on your promise, business quality, growth potential and impact of your business on the Northside community.

**Location and Hours**

The cohort will meet every Tuesday night from 6-9pm at Cleveland Academy of Leadership located at 151 Franklin St., Spartanburg, SC 29303. For sessions beginning March 3, the cohort will meet at the George Dean Johnson, Jr. College of Business and Economics located at 160 E. St. John St., Spartanburg, SC 29306.

See the schedule in your binder for information about each session which includes details on topics covered, key assignments due and more.

**Typical Session Agenda**

Note: A light dinner will be served every week. Please let us know of any dietary restrictions.

* 6:00pm – 6:30pm Arrival, dinner, table assignments, board updates
* 6:30pm – 7:00pm Table time with Mentors (review assignments)
* 7:00pm – 7:45pm Introduction of speakers and delivery of session

content (plus exercises)

* 7:45pm – 8:00pm Break
* 8:00pm – 8:45pm Table time with mentors
* 8:45pm – 9:00pm Review lessons, insights, plans and instructions for

next week

Please be on time (you wouldn’t want to miss dinner!) and bring the following to every session:

* Focus, enthusiasm, and a willingness to share
* Binder
* Materials you were asked to complete and/or provide
* Name tag
* Your latest elevator pitch

**Absences**

Please plan to attend every session. We understand life happens and conflicts arise- if you cannot make a session, **entrepreneurs please contact Dr. Elise Harvey or Lekesa Whitner as soon as possible to discuss and arrange to make up the content.**

**Mentors: please contact Brian Brady if you are not able to attend a session.**

Lekesa Whitner

Start:ME Northside Program Coordinator

[lwhitner@cwcarolina.org](mailto:lwhitner@cwcarolina.org)

Brian Brady

Start:ME Program Manager

[bbrady@uscupstate.edu](about:blank)

Dr. Elise Harvey

Start:ME Program Coordinator

[eharvey@uscupstate.edu](mailto:eharvey@uscupstate.edu)

**“All-In, All the Time”**

As a member of the cohort, we are all in this together (partners, mentors, facilitators, and peers) and will work actively to ensure our mutual success by being All-In, All the Time which means we will:

* Connect with one another and to be broader business community through our various networks
* Provide access to business knowledge, tools/resources, and mentors
* Be open, honest, and share feedback with each other to help us be our best
* Actively work on our own business and support the businesses of others
* Respect others and hold yourself to a strong personal standard which includes refraining from the use of alcohol and/or other illicit substances at sessions

Entrepreneurship is a team sport! Like any team, each of us plays a specific role in our success. Those roles are:

**Mentors:**

* Encourage entrepreneurs to continuously develop their businesses and business plans
* Review and provide honest feedback and introduce them to others in your network
* Assess entrepreneurs’ readiness for program milestones
* Offer constructive feedback, even if it is perceived as negative
* Refrain from promoting your own business or company

**Entrepreneurs:**

* Work on your own business and support the businesses of others
* Arrive prepared each week by completing assignment in advance of the session
* Be open to feedback and coaching
* Leverage business mentors fully - be actively seeking them out (in between sessions, and post program)
* Be open and honest about triumphs and setbacks
* Remaining engaged with Start:ME after the 14 sessions

**The Team:**

* Share our best business knowledge and tools each week
* Connect and direct you to resources, institutions and individuals in our networks
* Promote you and your business through our website and other channels
* Invite and encourage you to stay connected well beyond the 14 weeks

Remember your tuition is your time. This program will take you as far as you are willing to take yourself.

**Join our Start:ME Community on Social Media**

Keep up on the latest about Start:ME and promote current and alumni ventures.

* Like us on Facebook at [https://www.Facebook.com/StartMEHubCity](about:blank)
* Follow us on Instagram Twitter @StartMeHubCity. Be sure to tag #StartME20 and #StartMENorthside

Rev 12/12/19