

Hoosierville Entrepreneurship Incentive Package

About Hoosierville

Hoosierville and Hoosier County, Indiana has a long history of nurturing entrepreneurship, even before we called it as such. In our rural areas, farmers have long been innovators, making improvements to their operations, finding new markets, and persevering through economic boom and bust. Many businesses in our urban areas have shown the same qualities. Not all have survived as our economy restructured over the decades but there are many examples of those that have not only survived, but thrived. We think entrepreneurship is in the water in Hoosier County, but recently we've been focusing on harnessing some of that knowledge and launched a concerted effort to foster entrepreneurship in some new ways. Our vision can be summed up like this:

Hoosierville and Hoosier County, Indiana will become one of the best places in the Midwest to start and grow a business. We will accomplish this by providing concierge-level support to entrepreneurs and we will celebrate their success.

What We Have to Offer

Several key organizations in our community have formed an Entrepreneurship Support Team (EST) dedicated to providing *VIP-level support* to entrepreneurs. When we decide to partner with an entrepreneur we go “all in” to do everything we can to be insure success. One of the EST team members will be paired with each entrepreneur to serve as their liaison to help them navigate the many community resources available. The following are some of the valuable resources available to participating entrepreneurs.

“Shingle-Ready” Sites – whether you just need a desk somewhere with high speed Internet, retail incubation space, or a larger industrial space, we have an inventory of sites available. Many of these sites may be available at no-cost or reduced-cost to you for a period of time. We will also expedite any permits, etc. that might need to be executed. We will do all we can do help you “hang your shingle” as quickly as needed.

Entrepreneurship Mentoring – We have commitments of several seasoned entrepreneurs who are ready to provide advice and counsel. You can expect to meet one-on-one with a mentor frequently.

Business Assistance – We've also brokered arrangements with our community's best attorneys and accountants who have agreed to provide up to 20 hours of no-cost consultation to our participating entrepreneurs. Participants receive vouchers they can use to engage these services.

Data Support – Our regional Small Business Development Office (SBDC) has some great data resources available to help you better understand your customers and your industry. They are invaluable resources that will be available to you.

Ask the Expert – The local Purdue Extension Office is available to help connect you to any faculty at Purdue University that could be helpful to you. Whether it's a professor familiar with your product or service or someone with expertise in marketing or some other aspect of business.

Tuesdays @ The Pub – This is a weekly get together of young entrepreneurs at a local brewpub. Our chamber of commerce sponsors this event and it's a great opportunity to network with other young entrepreneurs in our community.

Health Insurance – We know that the cost of health insurance can be a big burden for a start-up entrepreneur. We have an arrangement in which we can engage a limited number of entrepreneurs as staff “fellows” of the local economic development organization (LEDO). A fellow has some responsibilities assisting with a youth entrepreneurship program in the local schools. In exchange, you can be added to LEDO's group insurance plan to benefit from a group rate.

Revolving Loan – We have set up a revolving loan that be accessed by our participating entrepreneur. The interest is low and it can be a great way to get started. The limit is \$25,000.

Investor Roundtable - Although we can't guarantee funding, we CAN guarantee that you will have access to our Investor Roundtable made up of individuals who have interest in investing in solid business plans, especially those associated with participants in this program.

Lifestyle Package – Many community partners have stepped up to offer participating entrepreneurs some terrific items like a year's pass to the local YMCA, a few restaurant gift cards, come movie passes, and a few other goodies.

What Kind of Entrepreneurs We Are Looking For

Although we are open to considering entrepreneurs with nearly any solid business plan, there are some specific aspects of our local economy that lead us to believe that there are specific kinds of businesses that could have an exceptional chance for success in our community. These include:

- Agriculture & Food Processing Technology
- Advanced Materials Manufacturing
- Sports Marketing

We would be happy to provide further details about why we think our community is uniquely positioned as a place where new businesses related to these areas can be successful.

Next Steps

If you think that Hoosier County could be a good match for you and your business we please give us a call. We would love to learn more about you and tell you more about us. Contact information is below.

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