



## Peer Roundtables strength in numbers

SpringBoard's Peer Roundtables are a series of twelve monthly meetings for CEOs of businesses that exceed half a million dollars in annual revenue. At each Peer Roundtable, a facilitator guides twelve local CEOs from twelve different industries in discussing their experiences and insights in a confidential setting. SpringBoard developed Peer Roundtables to drive innovation, hone decision-making and improve business performance.

*"I'm encouraged and excited about the peer group starting in Chattanooga that will focus on growth and innovation. I have been a fan of the concept for many years and am a big believer in the power of these groups to make all the members better operators, so being able to participate in one here—particularly with the focus and priorities CreateHere has set for this group—is very compelling."*

TIM KELLY, KELLY AUTO GROUP

## Panel Discussions adding insight to the equation

In the "sink or swim" small-business environment, it's important for all entrepreneurs to remain up-to-date with trends in their market. Springboard offers quarterly panel discussions to help businesses keep swimming. These seminars are led by regional experts, discussing relevant issues and how they apply to local business. The featured speaker for each session will give a presentation based on their experience in a field related to the monthly topic, followed by group discussion and Q&A.

## Business Planning 1 + 1 = Business Basics

SpringBoard's Business Planning Course introduces the key components of starting, maintaining, and expanding a small business. The course familiarizes students with business legal structures, financial requirements, marketing strategies, time management, and all necessary licenses and permits. The curriculum is structured to guide the students through the creation of a business plan, a practice with proven success among business owners.

Classes meet once a week for eight consecutive weeks. Lessons are 100% conversational (no lectures). This informal approach gives local entrepreneurs a chance to simultaneously receive expert advice and establish peer-to-peer relationships. Interaction and feedback from both parties allows students to uphold a balanced perspective on the current and future operation of their business.

The Business Planning course follows a nationally recognized curriculum developed by Mountain BizWorks, a non-profit organization based in Asheville, NC. Graduates of this curriculum have developed over 1,000 businesses currently active in North Carolina, resulting in a \$50 million economic impact for the community.

*"Even as a business that's already up and running, I believe that World Next Door has benefited from the SpringBoard program. All the essential information that we, as entrepreneurs, need to know was presented in an engaging and creative way."*

NATHAN SHIRAI, WORLD NEXT DOOR

*"SpringBoard gave my dream direction and a sense of realization. I now know where to go for further guidance and I have a solid business plan to guide me through my business. When times seem hard, I can always go back to what I learned and be grounded and focused."*

AARON CABEEN, CABEEN ORIGINALS

*"This class has been very beneficial for our plans to start a business. We now feel much more organized and have a better understanding of things we need to do. I recommend this program to everyone interested in starting their own business."*

WENDY & BRANDON BUCKNER, THE HOT CHOCOLATIER



## CreateHere

building the creative economy

CreateHere works for economic and cultural development through partnerships, programs and projects, investing resources to unlock the endless potential of Chattanooga's people.

Our mission is to connect inspired, entrepreneurial doers with a rich network of existing resources. Our goals and projects are driven by one organizational truth: we love our city for what it is, has been and could become.

The individuals at CreateHere are committed to works that generate energy and make real investments in our communities. Touching on design and business, on slow food and sustainability, on neighborhood and new vision, CreateHere is engaging the economic and cultural life of Chattanooga through progressive thought and forward motion.

## SpringBoard

the common denominator for better business

SpringBoard is a Business Resource Center designed to support the needs of Chattanooga's creative entrepreneurs. Committed to the power of creative economic development, SpringBoard targets sustainability and durability in small business by offering current and aspiring entrepreneurs the resources they need to achieve their creative and economic goals.

SpringBoard is doing its part to help build a vibrant, flourishing community by energizing the local economy through three developmental programs: a business planning course, quarterly panel discussions, and roundtable discussions for established business owners and executives. These programs aim to bridge gaps between great ideas and profitable outcomes. SpringBoard empowers Chattanooga's own by giving every local business a chance to reach its productive capacity.

SpringBoard is dedicated wholeheartedly to streamlining the commercial enterprise of Chattanooga's small businesses. We are committed to supporting creative minds in their entrepreneurial endeavors and offering vital resources to promote the livelihood and marketability of local commerce. We believe that collective energy and peer-to-peer networking builds better businesses and marketplaces. Our goal is to facilitate the natural flow of information and opportunity to Chattanooga's entrepreneurs by maintaining programs that provide a hospitable environment for collective input and benefit.

## Resources

because we all have questions

Please stop into CreateHere any time to talk over SpringBoard or our other offerings. Our gallery space features dynamic, constantly changing exhibitions of local work, on display Monday through Friday, 9 am to 5 pm, and Saturday 9 am to 1 pm.

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