



Strong Community. Strong Economy. Vibrant City.

Entrepreneur Meeting

Date: August 4, 2015

Time: 3-5 p.m

Location: Aspire Ventures

Aspire generates emerging, rapid-growth companies with innovative services, products and market approaches. Our distinctive start-up accelerator model infuses both concept- and early-stage companies with the sophisticated management, legal, strategic, operational and technological resources needed to create companies with products that can transform entire industries and communities. As a result, Aspire portfolio companies can reach rapid growth levels and exits dramatically faster than traditional ventures.

Purpose: Review the Strategy focusing on Fostering Entrepreneurism in the City and begin the planning of the first Entrepreneur Forum scheduled for November.

Presenters: Bob Shoemaker, President/CEO; Marshall Snively, Executive VP/COO, DID Executive Director and Shelby Nauman, Vice President

Prepared by: Lancaster City Alliance

Attendees:

Bruce Schreiner; make717, Ben Eisemann; make717, Rachael V. Reinmiller; Commonwealth on Queen, Nancy Mata; make717 and MU, Cullen Farrell; rijuce, Jack Krecek; Fenner Drives, Craig Trout; Alpha Dog Advertising, Jeremy Hess; Jeremy Hess Photography, Jeremiah Linton; Rudewood, Alex Rudegeair; Rudewood, Mark Springer; Untitled Mark, Joe Younger; YRG, Jonathan Coleman; ASSETS, Paul Fulmer; NAI, Cresten Mansfeldt; VQI, Michael Tiff; rijuce, Jocelyn Park; Lancaster Transplant, Joshua Funk; Annie Baileys, Kyle Sollenberger; Commons Company, Crystal Weaver; Commons Company

Marshall Snively thanked everyone for coming and thanked and introduced Alison Lowery, COO at Aspire Ventures.

Marshall asked meeting participants to introduce themselves and tell the group about their work/projects.

Marshall, Bob and Shelby reviewed the City's Strategic Economic Development Plan focusing on the strategy around Fostering Entrepreneurism.

Marshall emphasized the goal of the meeting was to begin understanding what the needs are to foster a robust environment where entrepreneurs can thrive and to have a discussion about what would be

most helpful for existing and new entrepreneurs in order to plan a forum bringing entrepreneurs together later this year.

Key Discussion Items:

What is working?

- People are friendly and approachable in Lancaster and make time to have conversations and build relationships
- LCA is a valuable and trusted resource: LCA should market itself as a place to “get connected”

What is needed?

- A central location / one-stop shop for entrepreneurs- grants, classes, space etc.
- A Craigslist for entrepreneurs to keep costs down
- Facebook is a valid platform
- Connections to resources so they understand options for advancing concept ideas
- Socially conscience emerging business leaders – be intentional about where you source products

Forum Structure:

- Possibly convene smaller industry based focus groups as well as a larger all-inclusive conversation
- Use a portion of the time for Entrepreneurs to pitch ideas providing opportunity to advance concepts/ partnerships
- “Pitch and Brew” model in Philadelphia- ASSETS is considering
 - Include free services for a set amount of time – attorneys, bankers, and accountants etc. to vent ideas and get feedback or feature them in a panel discussion as part of the forum.
 - Must ensure that the back-office vendors understand their role at event; giving advice and guidance instead of business development.
- The forum could be mostly networking, give everyone the opportunity to introduce themselves and their business/ goals/ ideas at beginning

Next Steps:

Planning meeting to develop theme and agenda for an Entrepreneur Forum later this year.