



## **The Launch Room is a community-based startup accelerator opening in Albany, GA in the Fall of 2025.**

In March of 2025 we are excited to launch our pilot cohort of 10 entrepreneurs who will spend 10 weeks together in an accelerated course. This pilot program is designed to provide the education and tools for sustainable growth in your business, and to launch you into an inclusive ecosystem of collaboration, innovation, and resources in Southwest Georgia.

**Learners can expect to engage in** Customer Discovery, Finding the Right Solution, Messaging and Marketing, Business Structures and Systems, Financial Modeling, Goal Setting and Growth Plans, and Next Steps.

### **Qualifications to consider:**

- Early-stage business ventures, preferably less than 3 years old. This could include a seasoned entrepreneur who is pivoting into a new venture, or who is launching a new product/service line or distribution model in their existing business.
- Financial investment of \$175, which includes all course materials such as books.
- Time investment through regular class attendance. Classes will be held on Thursday evenings beginning March 20th from 5:30 to 8:30, concluding on May 22nd. Participants should also expect 2-3 hours per week of application-based learning such as customer interviews or market research.
- Local Impact. The business plans to earn revenue, create jobs, or generate expenditures in Southwest Georgia.
- Innovative product, service, or solution that can distinguish itself from businesses with similar offerings through novel and creative elements.
- Collaborative spirit. Demonstrates the ability to positively contribute to the success of other entrepreneurs in the cohort.



**Come grow with us** as you network with Industry Leaders, Civic Officials, other Entrepreneurial Support Organizations, as well as other like-minded, innovative Entrepreneurs from Southwest Georgia!

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