

DEMONSTRATING

MARKET ENTRY

GROWTH

**IMAGINING /
INCUBATING**



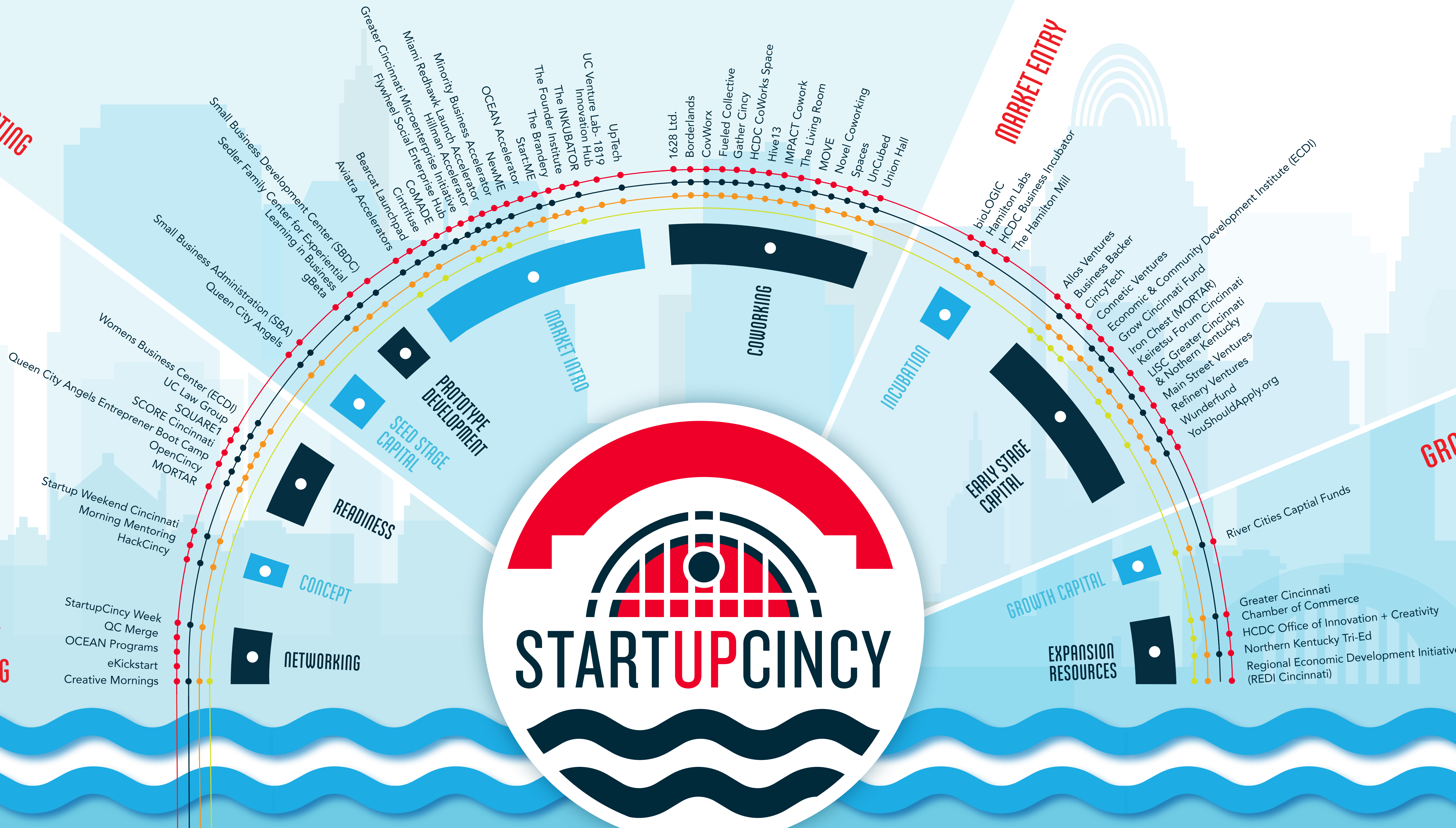
STARTUPCINCY RESOURCE PATH

Find your type of business in the legend and follow your line to resources that will help you grow your business, from inception to exit.

- START HERE**
- INNOVATION LINE** — for tech or high growth companies
 - MAIN-STREET LINE** — for brick-and-mortar businesses
 - MICROENTERPRISE LINE** — for very small and/or online businesses
 - SECOND-STAGE LINE** — for established businesses poised for growth
- LINES**

STAGES

- IMAGINING/INCUBATING** — You want to activate an idea
- DEMONSTRATING** — You need to prove your idea works
- MARKET ENTRY** — Your idea works and you need to sell it
- GROWTH** — Your idea is selling and you want more people to buy it



STARTUPCINCY

PLANNING YOUR TRIP

Choose your line below and follow it on the path to find the resources to help you start and grow your business through all four stages: imagining / incubating, demonstrating, market entry, and growth

RED: INNOVATION LINE

Follow this line if you're a tech or high-growth company. These companies form around a new technology or breakthrough process that has the potential for a very large market, probably beyond the immediate region. These businesses go through the same stages as other startups but often at a faster pace. And they sometimes need assistance with proof of concept, pitching for equity investments and building leadership teams.

NAVY: MAIN-STREET LINE

Follow this line if you have a brick-and-mortar store: Think restaurants, coffee shops, dry cleaners, retailers. These companies have employees, need operations support and are typically focused on sales: That means getting customers in the door and getting them to come back. Other challenges include cash flow and funding.

ORANGE: MICROENTERPRISE LINE

Follow this line if you're starting small but have big dreams. Companies in this category require little capital to launch. Most are focused around the owner's personal expertise - consulting, design, lawn care - and they may not require a physical location. Online businesses and solopreneurs also fall into this group.

LIME: SECOND-STAGE LINE

Follow this line if you've survived the startup phase and you're ready to scale. Second-stage firms have enough employees to exceed the comfortable control span of one owner and benefit from adding professional managers. A business typically enters second stage when it approaches \$1 million in total receipts, and that business can be in any industry.

As of October 7th, 2019

DEVELOPMENT STAGES

IMAGINING/INCUBATING

● You want to activate an idea

Utilize these resources if you have an idea for a business but are not sure where to start. Network with industry professionals and entrepreneurs, attend events to test concepts and work with groups that help formalize companies. Through these experiences, test the viability of business ideas, talk to potential customers, and receive feedback from others.

DEMONSTRATING

● You need to prove your idea works

Utilize these resources if there is interest in your business idea, and you want to bring the concept to life. Source seed-stage funding for the business, build a concept prototype and introduce the prototype to the market. Business owners at this scale work and collaborate in coworking offices with other entrepreneurs. In this stage, discovering a customer base, testing prototypes, and validating the idea prepares the business for market entry.

MARKET ENTRY

● Your idea works and you need to sell it

Utilize these resources if your business has an initial customer base, and you are ready to expand in the market. Incubate your business alongside other entrepreneurs in a short term program, and secure early-stage capital to support expansion efforts. This stage encourages strengthening sales and marketing plans to increase business revenues.

GROWTH

● Your idea is selling and you want more people to buy it

Utilize these resources if your business is prepared to reach a large scale and become financially sustainable. Look for further funding from Venture Capitalists, further expand your customer base, and work with economic development organizations. Make Cincinnati a place for your business to flourish.

NETWORKING

CONCEPT

READINESS

SEED STAGE CAPITAL

PROTOTYPE DEVELOPMENT

MARKET INTRO

COWORKING

INCUBATION

EARLY STAGE CAPITAL

GROWTH CAPITAL

EXPANSION RESOURCES

POINTS OF INTEREST

*See resource details to left

Allos Ventures	●	●	●	●
Aviara Accelerators	●	●	●	●
Bearcat Launchpad	●	●	●	●
bioLOGIC	●	●	●	●
Borderlands	●	●	●	●
The Branderly	●	●	●	●
Business Backer	●	●	●	●
CincyTech	●	●	●	●
Cinrifuse	●	●	●	●
CoMADE	●	●	●	●
Connetic Ventures	●	●	●	●
CovWorx	●	●	●	●
Creative Mornings	●	●	●	●
Economic & Community Development Institute (ECDI)	●	●	●	●
eKickstart	●	●	●	●
Flywheel Social Enterprise Club	●	●	●	●
The Founder Institute	●	●	●	●
Fueled Collective	●	●	●	●
Gather Cincy	●	●	●	●
gBeta	●	●	●	●
Greater Cincinnati Chamber of Commerce	●	●	●	●
Greater Cincinnati Microenterprise Initiative (GCMI)	●	●	●	●
Grow Cincinnati Fund	●	●	●	●
HackCincy	●	●	●	●
Hamilton Labs	●	●	●	●
The Hamilton Mill	●	●	●	●
HCDC Business Incubator	●	●	●	●
HCDC CoWorks Space	●	●	●	●
HCDC Office of Innovation + Creativity	●	●	●	●
Hillman Accelerator	●	●	●	●
Hive13	●	●	●	●
IMPACT Cowork	●	●	●	●
The INKUBATOR	●	●	●	●
Iron Chest (MORTAR)	●	●	●	●
Keiretsu Forum Midwest	●	●	●	●
LISC Greater Cincinnati & Northern Kentucky	●	●	●	●
The Living Room	●	●	●	●
Main Street Ventures	●	●	●	●
Miami Redhawk Launch Accelerator	●	●	●	●
Minority Business Accelerator	●	●	●	●
Morning Mentoring	●	●	●	●
MORTAR	●	●	●	●
MOVE	●	●	●	●
NewME	●	●	●	●
Northern Kentucky Tri-Ed	●	●	●	●
Novel Coworking	●	●	●	●
OCEAN Accelerator	●	●	●	●
OCEAN Programs	●	●	●	●
OpenCincy	●	●	●	●
QC Merge	●	●	●	●
Queen City Angels	●	●	●	●
Queen City Angels Entrepreneur Boot Camp	●	●	●	●
Refinery Ventures	●	●	●	●
Regional Economic Development Initiative (REDI) Cincinnati	●	●	●	●
River Cities Capital Funds	●	●	●	●
SCORE Cincinnati	●	●	●	●
Sedler Family Center for Experiential Learning in Business	●	●	●	●
Small Business Administration (SBA)	●	●	●	●
Small Business Development Center (SBDC)	●	●	●	●
Spaces	●	●	●	●
SQUARE 1	●	●	●	●
Start:ME	●	●	●	●
StartupWeekend Cincinnati	●	●	●	●
StartupCincy Week	●	●	●	●
UC Law group	●	●	●	●
UC Venture Lab - 1819 Innovation Hub	●	●	●	●
UnCubed	●	●	●	●
Union Hall	●	●	●	●
UpTech	●	●	●	●
Womens Business Center (ECDI)	●	●	●	●
Wunderfund	●	●	●	●
YouShouldApply.org	●	●	●	●
1628 Ltd.	●	●	●	●