



GREATER GREEN BAY
CHAMBER

press release

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URBAN HUB INTRODUCES THE BLUEPRINT GREEN BAY
New accelerator program powered by the Greater Green Bay Chamber
and the New North offers female, minority and veteran-owned
startups seed capital and entrepreneurial and technology training

Green Bay, Wis. - (June 15, 2021) – The Greater Green Bay Chamber, in partnership with the New North, is excited to announce The Blueprint Green Bay, a new initiative focused on minority, women and veteran-owned businesses. The initiative offers businesses additional avenues of access to the entrepreneurial ecosystem through The Blueprint Green Bay business accelerator at the Urban Hub co-working space in downtown Green Bay.

The initiative, powered by the Greater Green Bay Chamber and the New North, targets new, scalable tech, eCommerce and advanced manufacturing businesses in Greater Green Bay and the surrounding region. Entrepreneurs accepted into the program's cohorts meet at least four days per week during their, 12-week session ending in a demo day. During demo day, startups display their products and services to the surrounding community and secure grant funding from the initiative.

- The first 12-week cohort's curriculum helps entrepreneurs through the ideation phase of their business. This includes ensuring their idea is viable and then creating revenue models.
- The second 12-week cohort follows, during which the entrepreneurs learn how to identify market opportunities including defining target market, connecting to a

manufacturer (if applicable), learning how to take a product/service to market and how to build a customer base.

The initiative is made possible by public and private support including presenting sponsors America's Service Line, Associated Bank, the City of Green Bay, Connect, powered by American Family Insurance, Schneider, Schreiber Foods, Wells Fargo, Wipfli LLP and the University of Wisconsin-Green Bay.

"Associated Bank is proud to partner with these prominent community organizations to assist startups in making their dreams become a reality. A strong entrepreneurial environment encourages others to follow and adds to the posterity of our community," said Tiffany Odeh, vice president, community accountability officer, Associated Bank.

Vinith Poduval, senior vice president, quality & innovation, Schreiber Foods added, "At Schreiber, we're focused on innovation and growth every day, with the ultimate goal of having a meaningful impact on others. That's what excites us about this program, because innovation, growth and impact are what it's all about. The program will help entrepreneurs develop their ideas, try new things and realize their potential, all while nurturing a more diverse and inclusive culture in Northeast Wisconsin. Any part we can play in that is a great thing."

The Blueprint Green Bay curriculum and accelerator, created by Khalif El-Amin and Que El-Amin, are already in place in the Milwaukee market and have had solid success in meeting the needs of key pockets of the entrepreneurial community, said Laurie Radke, president and CEO of the Greater Green Bay Chamber.

"This first-of-its-kind offering in our market is key to attracting even more people to the entrepreneurial table with additional points of access to our entrepreneurial ecosystem. We're pleased to make this initiative accessible to everyone in the Greater Green Bay area and the surrounding region," said Radke.

The offering is one of the latest programming developments at the Urban Hub, a co-working space and programming hub focusing on tech entrepreneurs, located in the heart of the Rail Yard Innovation District in downtown Green Bay.

"The Urban Hub is the ideal location for innovative programming like this. The Urban Hub is tailored to the entrepreneurs it serves by offering an innovative, collaborative and energizing environment," said Kelly Armstrong, vice president of economic development, Greater Green Bay Chamber.

“We are proud to bring this program to our region in partnership with the Greater Green Bay Chamber, providing additional opportunities that combine training, mentors and start-up capital to minority-, women-, and veteran-owned founders. We also thank the Wisconsin Economic Development Corporation (WEDC) for its support of New North, Inc., to provide seed capital to the founders upon successful completion of the program,” added Barb LaMue, president & CEO of New North, Inc.

WEDC is supporting The Blueprint Green Bay with a \$150,000 grant to New North, which will be available to the founders who complete the program. The Blueprint Green Bay “is an excellent example of how we work with our regional and local partners to ensure economic well-being for all Wisconsinites,” says Sam Ridders, deputy secretary and COO of WEDC. “Programs like the Blueprint are a great way to build entrepreneurial resources, mentors, and capital. We look forward to our continued involvement with New North and their outreach to local partners such as the Greater Green Bay Chamber.”

Applications for the first cohort of entrepreneurs are now available at <https://thestartuphub.org/helpful-links/blueprint/>.

Established in 1882, the mission of the Greater Green Bay Chamber is to strengthen member businesses, enhance economic and workforce development, and improve the quality of life in our community and region. For more information, call 920.593.3400 or visit greatergbc.org