

SIERRA REGIONAL Economic News

VOLUME 5

THE PEAKS, HILLS AND VALLEYS OF THE FRONT RANGE OF THE SIERRA NEVADA

JANUARY 3, 2010

WHERE THE CLIMATE FOR BUSINESS IS PERFECT

NNDA Forms Strategic Partnership with C4Cube

Permanent Lasting Jobs to Follow

It is an established fact in the United States that the majority of new jobs are created by entrepreneurs. These pioneers of business blaze the trails as the conceivers, founders, and developers of innovative business applications. These endeavors are met with many hardships and challenges during their early years. This is when the entrepreneur spends countless hours, endures great risk, and puts every nerve cell into the process. It is not easy. It is usually alone. It is during this critical phase of business formation that "business incubators" play an essential role.



Rob Hooper
Executive Director NNDA

Business incubators significantly increase the chances for success of a new business enterprise and usually accelerate the time it takes to reach positive cash flow. Of course, this also allows optimum job creation in the shortest period of time. If the entrepreneur has developed a concept that fits the current market trends, these jobs tend to be well paid and provide great long-term career opportunities.

The support of entrepreneurs is one of NNDA's key strategies that it shares with the Nevada Commission on Economic Development, striving to empower these pioneering innovators and aid in their success. For this reason, NNDA has reached out to C4CUBE, the Sierra Region of Nevada's premier business incubator. Their ability to counsel, assist in business planning and formation, and to help locate critical capital is unduplicated in the region and NNDA is fortunate to have the "Cube" as their primary entrepreneur support arm.

C4CUBE will soon be establishing an office within the NNDA headquarters in Carson City and will be developing a transitional incubator to

service the Sierra Region which will be

an addition to their current Reno operations. Later, C4CUBE will transition to the new Carson City Plaza Development that is under planning for the Carson Nugget property. When completed in the next few years, the downtown center will be home to a state-of-the-art digital media lab, a learning and knowledge center (library), and the business incubator. This combination will support the growth of a high tech digital industry in the Sierra Region. However, jobs are needed now. Permanent jobs - jobs with great potential for those who fill them. For this reason and many more, NNDA is working with C4CUBE (who has signed a letter of intent to manage the incubator in downtown Carson) to get the process going now and to be in full swing by the time the doors open on this exciting new center.

For those hopeful entrepreneurs out there, now may be the best time ever to start your new venture. With the "Cube" your chances for success just went up.

For more information and to get involved with NNDA, please call 775-883-4413 or email us at nnda@nnda.org. We stand ready to serve you. ■



ENTREPRENEURS – Facing the Challenges of Success and Endurance

A young man stands up in the back of a crowded auditorium filled with students, entrepreneurs, professors, and business people and directs a question to the panel of industry leaders, "I have my degree, my idea, and the energy and drive. Now what do I do?"

From this simple question, C4CUBE was conceived with a focus and dedication to help entrepreneurs and young companies succeed. The Ewing Kaufmann Foundation, the world's largest entrepreneur support organization, suggests less than 10% of new businesses succeed without support of mentors and communities, but 85% of new businesses that pass through an incubator continue to grow for the next five years.

C4CUBE, in Reno and soon to be in Carson City at the Northern Nevada Development Authority offices, combines two distinct elements required for the effective growth of small businesses; 1) entrepreneurial support and education and 2) access to investment capital.

Each client of C4CUBE's business incubator gets an individually tailored milestone-based program to accelerate the conquering of their challenges encapsulated in three broad 'capital' areas - Human Capital, Capital Resources, Conceptual Capital.

Human Capital

C4CUBE helps young startups develop a coachable team sharing their vision and passion who bring additional skills the founders may not have.

Capital Resources

C4CUBE helps the entrepreneur quantify how much money is needed and when it is needed, while instilling an awareness of the investor's point of view. Professional investors are interested in how safe their money is and who is managing it.

Conceptual Capital

Marketing is the critical action that differentiates success from another 'great' idea. This is the most difficult challenge startups encounter. C4CUBE tests and retests to ensure the entrepreneur can deliver a clear and concise message.

C4CUBE's incubator acts as a nexus for 1) best of breed service providers in finance, legal, marketing, management, and technology; 2) local angel

investors and outside venture funds; 3) qualified investors to review fundable deals; and 4) knowledge workers and innovators.

Bringing qualified investors and better quality deals together minimizes investor's risk and increases quality deal flow through structured events, such as:

1. Business opportunity forums: (Investor presentations)

- Attract high quality business opportunities and investors

2. Entrepreneurial boot camp: (Education: What to do and how to do it)

- Disciplined approach to success

- Access to experts and training

3. Mentoring: Daily guidance and introductions

- Milestone-based business development plan



4. Community involvement: (Networks and support infrastructure)

- Connect with Nevada Inventors Association, academic institutions, economic development agencies, Licensing Executives Society Nevada, entrepreneur clubs, and others

- Develop collaborative efforts with other interested investor and entrepreneurial communities in the region and around the nation

- Foster a successful and sustainable business model for

ongoing business development and job creation

C4CUBE strives to succeed at coaching in the three 'capital' areas and provide access to necessary resources. This is our standard of measurement: success of the company, growth of new jobs in the Sierra Region, and retention of our brightest young minds.

For more information, contact Ky Good at (775) 287-3484, email lynne.keller@C4CUBE.com or visit www.C4CUBE.com. ■

You're Invited

2010 RESOLUTIONS

- ✓ Stop putting off planning for my family's security and wellbeing
- ✓ Learn why my Estate also includes my values & my family, not just my finances

Isn't it time
Estate Planning
made it
to the TOP of
your To-Do list?

State Farm Agent Marilyn Lewis Presents ...

FREE Estate Planning Workshop

Featured speaker: Estate Planning Attorney Darcy Houghton

Wednesday, January 27

5:30 - 7:00pm

Courtyard by Marriott

(Next to Fandango in Carson City)

- Learn how to easily protect your income
- Learn how to protect your family without being overwhelmed
- Enjoy the peace of mind knowing you have the "ultra security blanket" for your family in a recovering financial market

Enjoy light refreshments, plus all guests receive a **FREE GIFT!**
Space is limited ~ call to reserve your spot today!

RSVP by Friday, January 22 to 885-0671, ext 15

DID YOU KNOW?

S.B.I.R.

(Small Business Innovation Research)

Through the SBIR program, high technology companies can secure grants of \$100,000 for innovative technologies. Six month competitively selected awards are available from 11 federal agencies.
Contact: Fritz Grupe at UNR 775-813-7407.



THE LAW OFFICE OF
DARCY K. HOUGHTON, P.C.

MARILYN P. LEWIS
ChFC CLU, AGENT

