

ENTREPRENEURSHIP BEGINS HERE

# The Spring Entrepreneur Hub

Gain access to world-class mentorship, connection to resources, and a collaborative work environment in downtown Pensacola.





## OVERVIEW

# Mission & Vision

The Spring Entrepreneur Hub is an entity of **Studer Community Institute (SCI)** which believes in improving the quality of life for all people in the diverse communities we serve – one child, one person at a time.

## Our Mission

To improve the **quality of life** for all people in the diverse communities we serve.

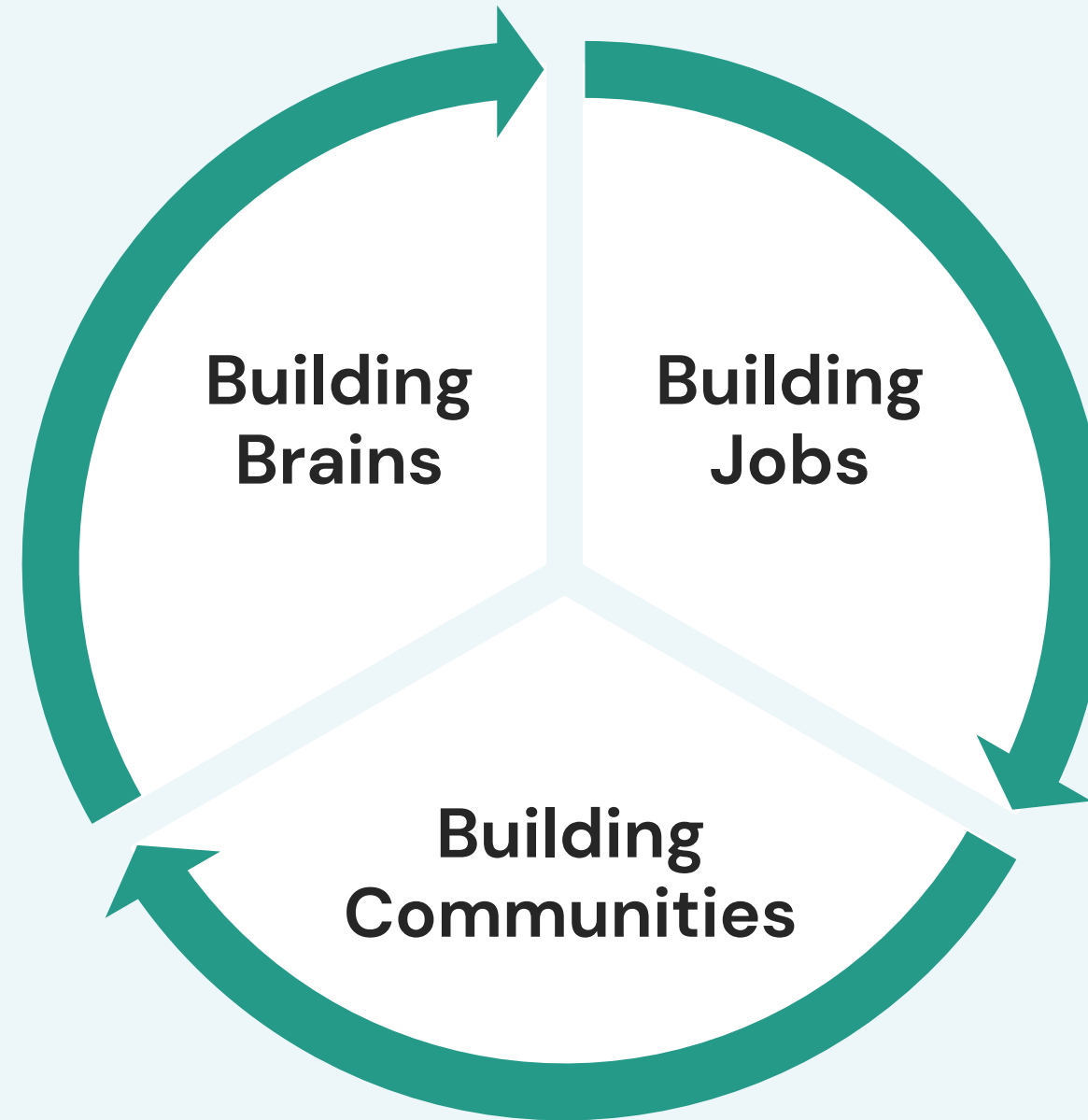
## Our Vision

To make our community the **greatest place to live** in the world.



OVERVIEW

# About SCI



[thespringpensacola.com](http://thespringpensacola.com)

## OVERVIEW

# The Front Door To Entrepreneurship



- **Who We Are**
- **What We Do**
- **Why We Do It**
- **The Results of Our Work**

WHO WE ARE

# Who We Are



**ARJUNA COLES**

Operations  
Assistant

**GRACIE PRICE**

Entrepreneurial  
Manager

**RODNEY JACKSON**

Director of Business  
Engagement

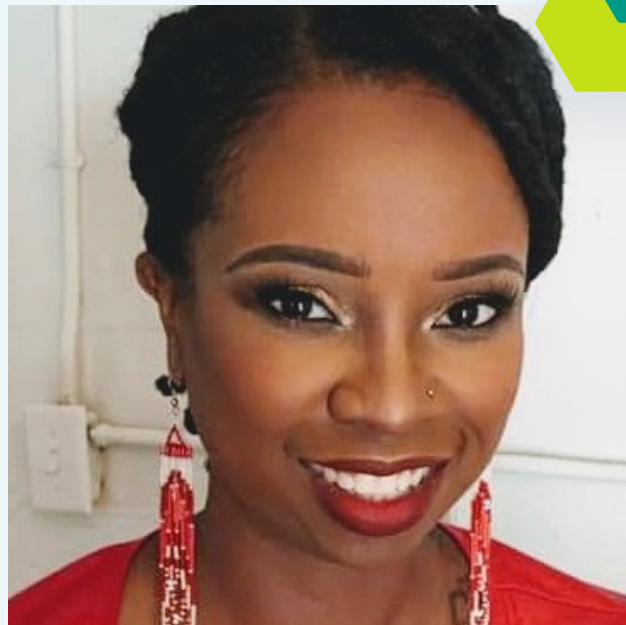
**RACHAEL GILLETTE**

President of  
Studer Community  
Institute



WHO WE ARE

# Our Advisors



**Caress Hudson**

Owner of  
Henny Penny's  
Patisserie



**Carlton Ulmer**

President at  
N-EVOLVE



**Rick Byars**

Regional Manager,  
Corporate External  
Affairs at Florida  
Power & Light



**Van Mansker**

Retired Regional  
HR Director  
at Lowe's



**David Callecod**

Interim CEO  
at Ochsner LSU  
Health System



WHO WE ARE

# Our Experts in Residence





WHO WE ARE

# Our Mentees





## WHAT WE DO

# Resource Navigation



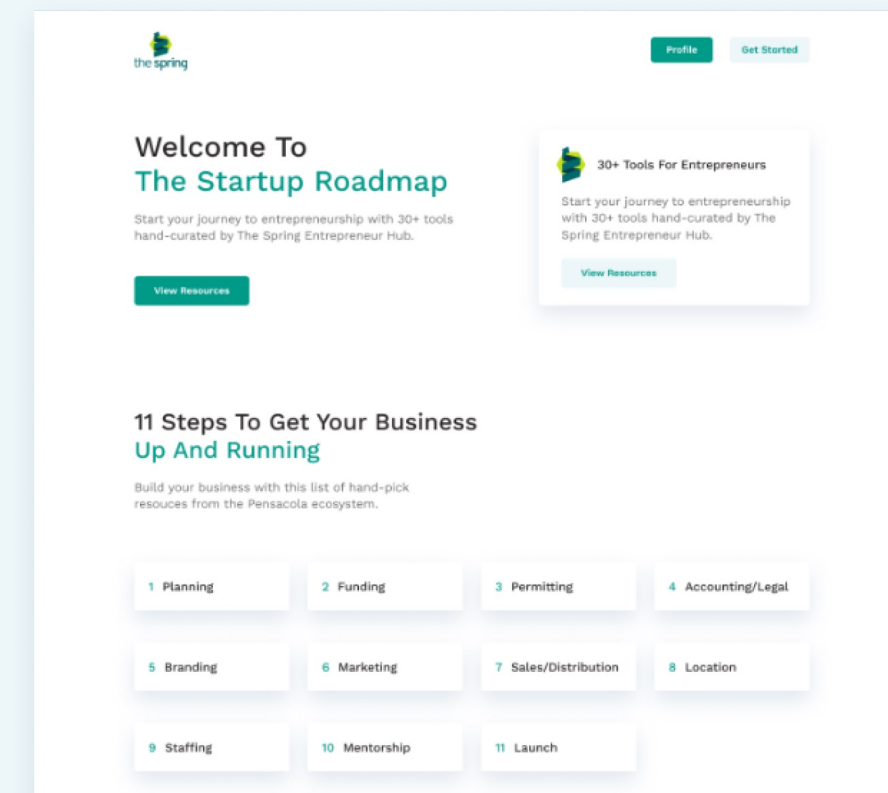
As the front door to the entrepreneur ecosystem, we aim **to connect entrepreneurs with organizations and individuals** that can provide **resources** for growth and development. We call this our "triage" process.

In addition to our triage process, we also offer a high-level view of Pensacola's entrepreneurial ecosystem via our **Asset Map**. It is an interactive tool on The Spring's website that you can access at any time.

Finally, we offer our **Startup Roadmap** which is a tool with **30+ resources** that entrepreneurs of all stages can use to navigate through their entrepreneurial journey.



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WHAT WE DO

# Mentorship

The Spring Venture Mentoring Service is powered by Pensacola's strongest entrepreneurial network. Made up of the strongest leaders, academics, entrepreneurs, investors and visionaries from across the Gulf Coast.

Our mentor panel has a diverse set of backgrounds and experience.

- **36 highly-skilled experts in residence**
- **420+ years of business ownership**
- **455+ years as C-suite executives**

These volunteers are motivated by the opportunity to help the entrepreneurs and businesses in our community.





## WHAT WE DO

# Co-Working Space

Located in the heart of downtown Pensacola, The Spring Entrepreneur Hub has set out to be the front door to entrepreneurship.

Co-Working is perfect for networking and networking is an essential aspect of entrepreneurship. There is a reason why there are so many networking events out there; people thrive when they're together. Co-working spaces are great opportunities for potential partnerships and for building long-lasting relationships.

We provide:

- **24/7 Access**
- **Different Membership Plans for Different Needs**
- **Flexible, Shared Desk**
- **4 Hours of Conference Room Access**
- **Networking Opportunities**

All active-duty **military members, reserves, retirees, and veterans** of the United States Armed Forces are eligible for **15% off** our co-working space membership



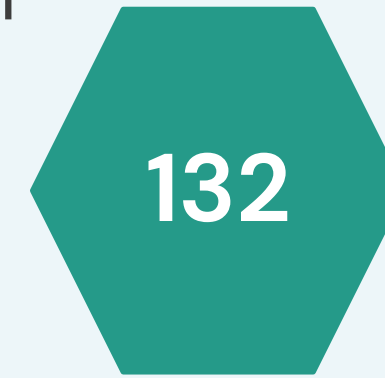


WHAT WE DO

# Minority Business Focus

We recognize and acknowledge the minority business community has been underserved. The Spring is focused on Minority Entrepreneurship in number of ways.

- Triage program
- One-on-one mentoring
- Venture Mentoring Service
- How-to series workshops



Unique entrepreneurs served YTD



Minority entrepreneurs served YTD



Women entrepreneurs served YTD

	# of Businesses	Minority Owned	Percent	Women Owned	Percent
Escambia County:	22,406	203	.009%	1,159	.05%
City of Pensacola:	6,576	69	.01%	348	.05%



WHY WE DO IT

# Access To Funding



## Capital Formation 2021

White Male	\$43,909,695
Minority and Female	\$12,712,511
Minority	\$3,914,399



HOW WE DO IT

# Triage Process



One of the primary functions of The Spring is to help **entrepreneurs who are struggling to navigate how to start a business in our area**, and businesses who need help **accessing capital, hiring talent, expanding services and growing jobs**.

Emergency rooms in hospitals have a long-standing approach of triaging patients. We have applied this principal to how we manage people who come to us for help.

People can access help by walking into The Spring, calling, emailing or filling out a form online. Each intake is assessed and triaged with the specific help they need.

Examples include:

- **Referrals to the SBDC for help with business planning**
- **Advice to connect with accounting services to help to review financials**
- **Connection to the City for bids and RFP's**
- **Mentorship by one of the SCI team**



## HOW WE DO IT

# Venture Mentoring Service



The **Spring Venture Mentoring Service (VMS)** is based on the successful model used by the renowned VMS program at the Massachusetts Institute of Technology.

The MIT VMS is tailored specifically to communities looking to bolster entrepreneurship, and SCI has brought their successful program back to Pensacola.

Our program offers confidential, team mentoring services to entrepreneurs across our community. By **pairing entrepreneurs with 3-5 experts**, their ventures are exposed to a variety of very skilled expertise and advice. This program is offered to entrepreneurs **free of charge**.

Ventures from any industry are welcome to apply. The only eligibility requirement is the business is currently earning revenue.

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23

Local companies receiving mentorship

8

Minority-owned small businesses

12

Women-owned small businesses

1

LGBTQ-owned small business

## HOW WE DO IT

# Workshops

The Spring Entrepreneur Hub hosts a series of **"How To" Workshops** to help entrepreneurs get their ideas and businesses off the ground. The series of workshops will cover all the key topics an entrepreneur will face as they start and grow their business.

The presentations are given by experts and are just \$20 to attend, including:

- **Workshop**
- **Networking**
- **Q&A**
- **Free Pass to the Co-Working Space**
- **2 Hours of Conference Room Access at the Co-Working Space**

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HOW WE DO IT

# Workshops



How To Create a  
Business Plan  
that Works for  
You



How To Set Up &  
Protect Your  
Small Business



How To Get Your  
Small Business  
Funded



How To Manage  
Small Business  
Finances



How To Mark &  
Brand Your  
Small Business



How To  
Optimize Small  
Business Social  
Media

WHY WE DO IT

# Collective Needs Assessment



Fostering entrepreneurship has become a core component of economic development in cities and countries around the world. Research shows that **entrepreneurs face many challenges** including excessive bureaucracy at the government level, scarce early-stage capital and lack of mentorship help.

In **2015, a group of 25 people in our community**, from a variety of business service backgrounds began meeting. The group included people from:

- **UWF**
- **SBDC**
- **SCI**
- **PSC**
- **Southern Company**
- **Florida West**
- **Lenders and Angel Networks**

The goal was to begin conversations around an **Entrepreneurial Support Organization and Ecosystem mapping**, to help **remove roadblocks** and **promote entrepreneurship** in the Pensacola Metro Community.

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WHY WE DO IT

# Gap In Services



The **Entrepreneurial Ecosystem Group (EEG)** worked together for several years to map resources and assess the needs of entrepreneurs in our area. It continues to meet to this day.

Fast forward to 2019, SCI in collaboration with FloridaWest Economic Development Alliance, The University of West Florida Center for Entrepreneurship, The Greater Pensacola Chamber of Commerce and the Gulf Coast Minority Chamber of Commerce conducted a survey to assess the gaps in services.

The survey revealed the 3 primary needs:

1. **Access to Capital**
2. **Mentorship**
3. **Space**

Thus, **The Spring was born with four primary objectives:**

- 1) Ensure entrepreneurs in the community are **aware of all the resources available** to them within the Pensacola's entrepreneurial ecosystem
- 2) Give **entrepreneurs the space** to build their business
- 3) Provide a **prestigious mentoring service** to entrepreneurs through the **Venture Mentoring Service**
- 4) Ultimately, to **help businesses grow and stay in the Pensacola area.**

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WHY WE DO IT

# Small Businesses Drive The Economy



Small businesses of 500 employees or fewer make up 99.9% of all U.S. businesses and 99.7% of firms with paid employees.

Of the new jobs created between 1995 and 2020, small businesses accounted for 62%—12.7 million compared to 7.9 million by large enterprises.

A 2019 SBA report found that small businesses accounted for 44% of U.S. economic activity.

Data Source: SBA



THE RESULTS

# Mentoring Program Impact in 2021



**Jobs Created**



**Increase in  
Monthly Revenue**

## THE RESULTS

# Testimonials



*“The Spring program with the Studer Community Institute (and our fabulous mentors!) have launched Native Café’s business operations, strategy, and leaders lightyears ahead of where we were by giving us the confidence and guidance to step into our unique business opportunity.*

*We’re expanding and growing and taking Native Café to the next level and it is greatly due to our involvement in The Spring.”*

**– Ashlee Brown, Native Cafe**

*“Once we got things in place from the mentors, the practice has grown exponentially. Like seriously, the stress levels have gone down. We’re seeing probably triple the patients we saw before, and our revenue has doubled.”*

**– Dr. Justine Roper, InHer Physique**

*“It means a lot. It’s a lot of stress off your shoulders when you have somebody like Rodney (Jackson) and The Spring in your corner. We were alone, trying to figure things out. We’ve been coming down here and seeing him every Friday for probably the last couple of months. He’s been a lot of help.”*

**– Anthony Powell, B&P Concrete and Landscaping**