

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.

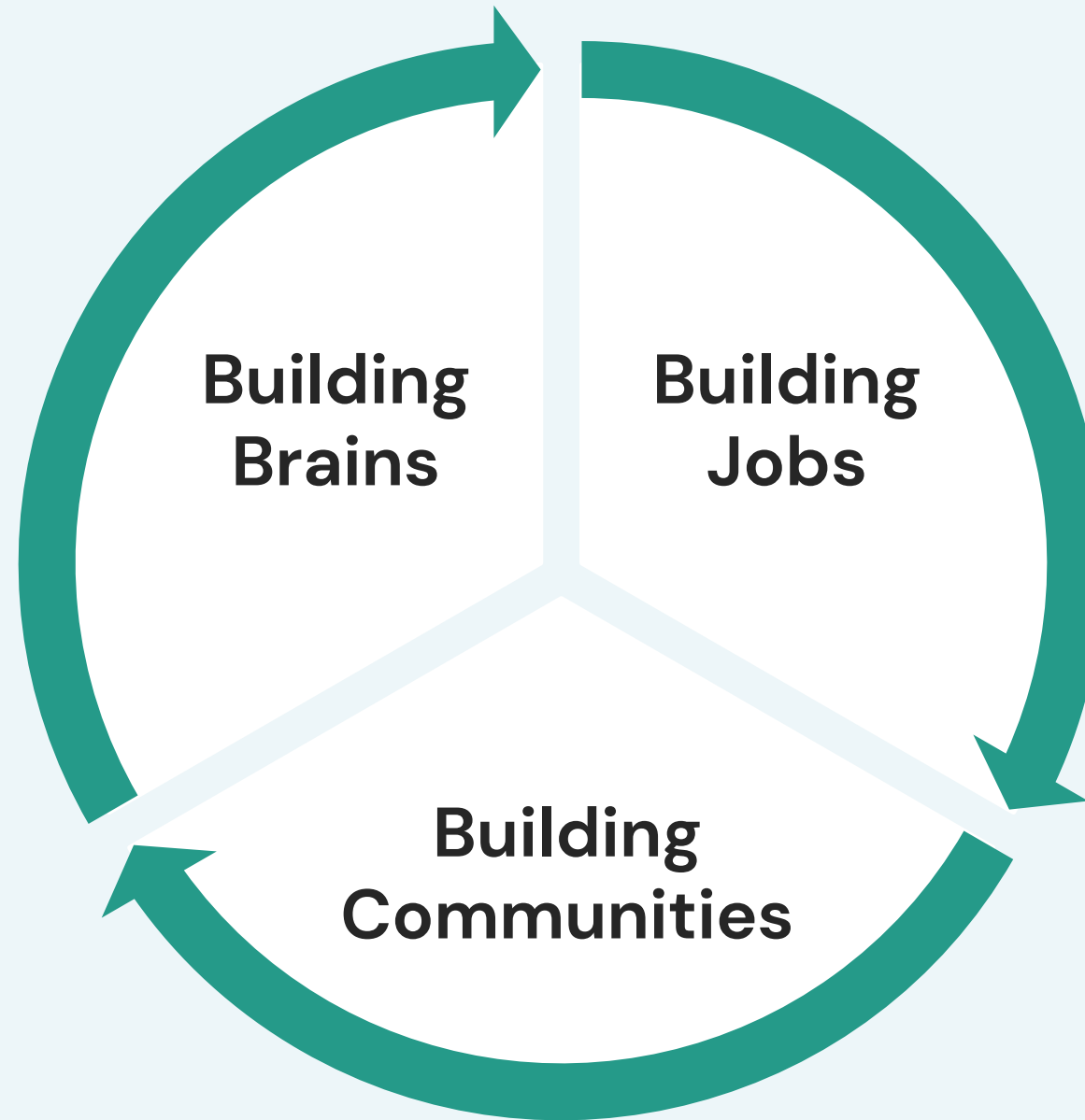
Our Vision

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



OVERVIEW

About SCI



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OVERVIEW

The Front Door To Entrepreneurship



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

WHO WE ARE

Who We Are



KARA DIECK

Program
Coordinator



GRACIE PRICE

Program
Manager



RACHAEL GILLETTE

President of
Studer Community
Institute

WHO WE ARE

Our Advisors



Caress Hudson

Owner of
Henny Penny's
Patisserie



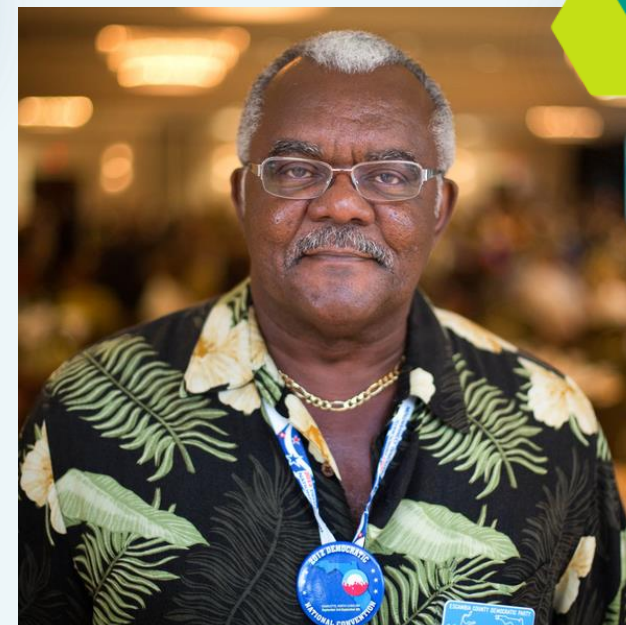
Carlton Ulmer

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

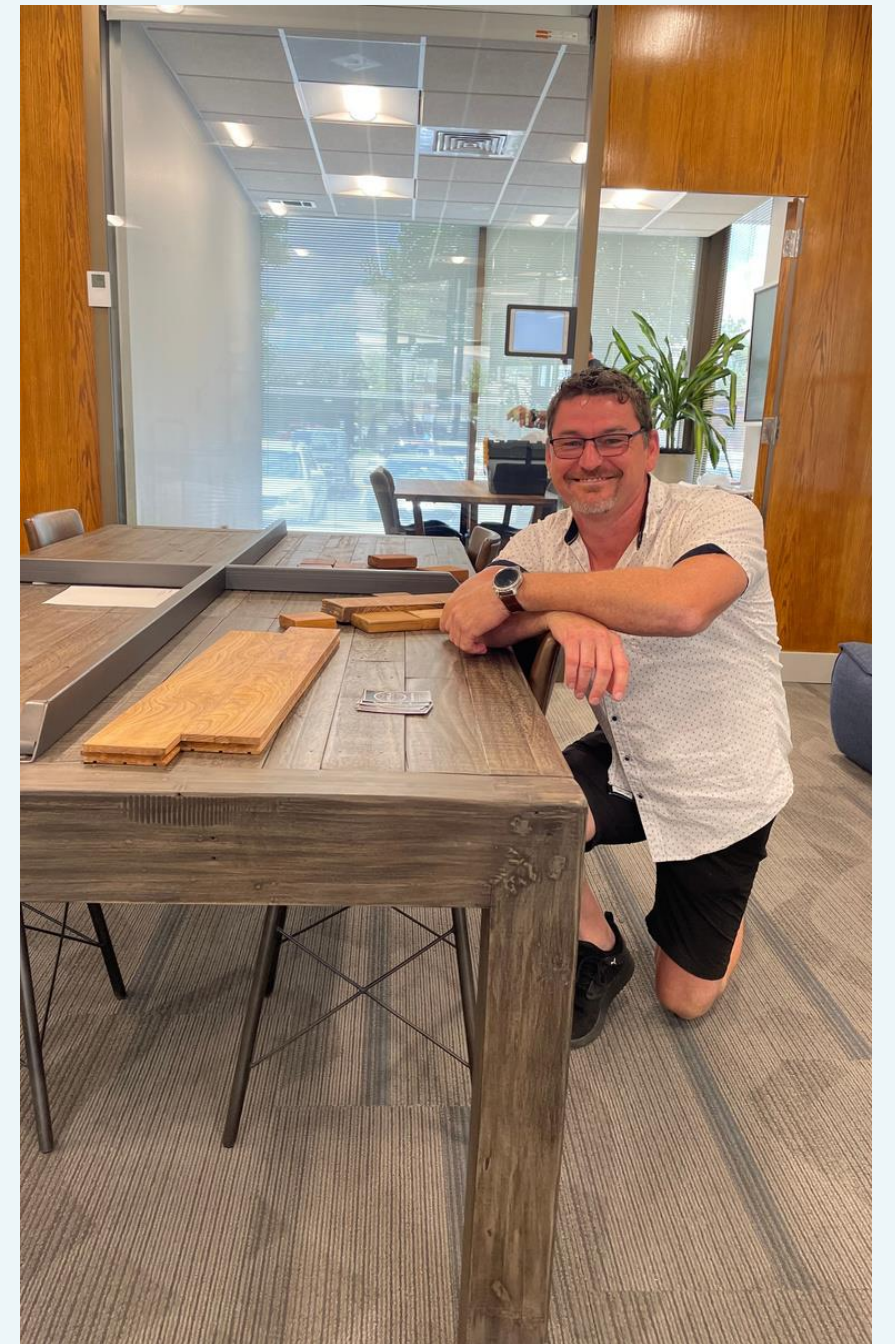
WHO WE ARE

Our Experts in Residence



WHO WE ARE

Our Mentees



WHAT WE DO

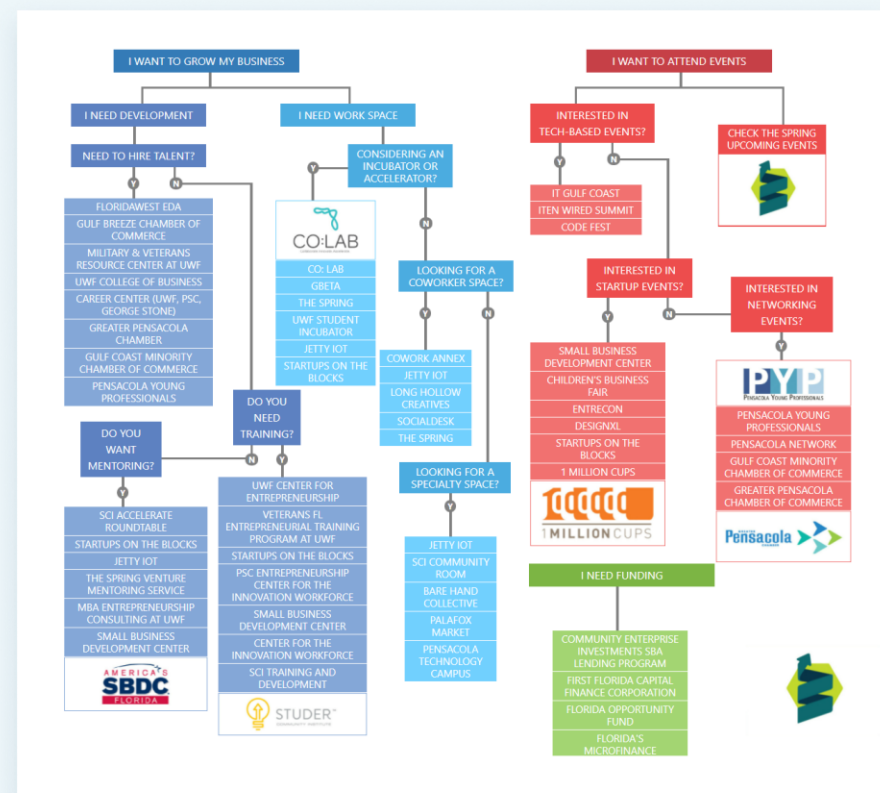
Resource Navigation



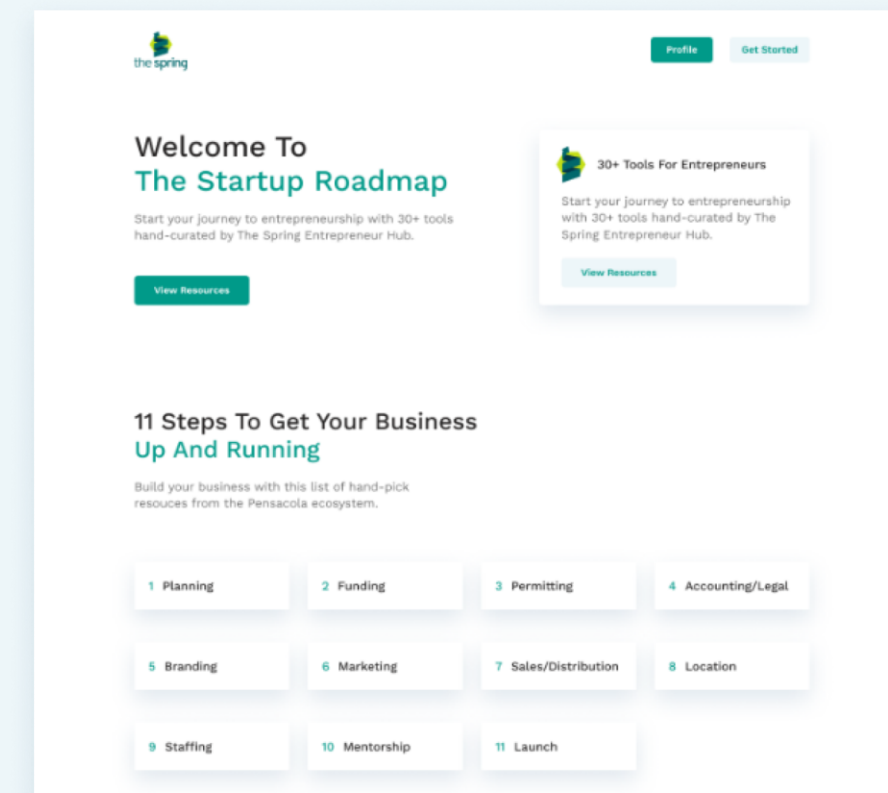
As the front door to the entrepreneur ecosystem, we aim **to connect entrepreneurs with organizations and individuals** that can provide **resources** for growth and development. We call this our "triage" process.

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.



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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%

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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28

Local companies currently receiving mentorship

11

Minority-owned small businesses

13

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