



Providing Opportunities
for Idaho Innovators to

Network, Learn, and Grow



>> ***What is Kickstand ?***

Kickstand, a non-profit, member-driven organization, is the epicenter of entrepreneurial activity in Idaho focused on:

- *A **vibrant entrepreneurial culture**, including the promotion of business creation and growth in Idaho; and*
- ***Affordable access to invaluable business information and leverage Idaho's intellectual capital.***

*The value proposition for Kickstand to its members and partners: Its focus allows entrepreneurs, intrapreneurs, and other Idaho innovation leaders to **network, learn, and grow** business with the active involvement of Strategic Community Partners and the community.*



NETWORK. LEARN. GROW.

>> ***Who is Kickstand ?***

“A thriving community of Innovators”

- **Growing:** 650+ members from across Idaho and beyond.
- **Broad:** Representing ~390 Idaho companies.
- **Statewide:** Kickstand chapters exist in Boise, Post Falls, Twin Falls and Idaho Falls.
- **Diverse:** Members represent engineering, academe, banking and finance, government, investors, health care, service organizations, legal professionals and media.

>> *Why Kickstand ?*

- *Provides the kind of leveraged network of both individuals and organizations, that entrepreneurs, intrapreneurs, and other innovators require to be successful in Idaho;*
- *Provides a strong level of interest and the educational, advisory, funding, and other resources needed by Kickstand members to start, grow & succeed in their businesses and professional endeavors; and*
- *Develops and heightens the skills of entrepreneurs that are necessary to increase their visibility as innovation leaders.*

>> **What's in it for Members?**

Features

Benefits

<i>Monthly meetings with featured speakers and topics along with networking and camaraderie.</i>	<i>Idaho individuals and companies connect affordably to great ideas & resources.</i>
<i>Access to professional resources & expertise (Chambers of Commerce, Small Business Development Center, etc.)</i>	<i>Affordable access to professional-grade business information helping accelerate startups from idea to realization.</i>
<i>Entrepreneur Resource Network (ERN) - an on-line tool to connect entrepreneurs to ideas, resources and each other.</i>	<i>Simple, interactive website with information to help entrepreneurs start and build their business, featuring companies and programs to succeed.</i>

>> **What's in it for Members?**

Features

Benefits

<p><i>IdaVation, the Northwest's premier entrepreneur event annually brings together Idaho's resources for entrepreneurs & innovators.</i></p>	<p><i>Access to knowledge and experience of successful entrepreneurs and their champions.</i></p> <p><i>May 28-29, 2008</i></p>
<p><i>Start-Up Speed Dating: Entrepreneurs get to practice pitching their ideas to a team of supportive judges made up of existing business leaders, experts and investors.</i></p>	<p><i>An affordable (and forgiving) way to learn how to make polished, professional pitches. Other businesses, government agencies and investors get to hear about exciting new opportunities.</i></p>
<p><i>Monthly e-Newsletter</i></p>	<p><i>Provides a summary of upcoming events, resources available and topics of interest to entrepreneurs and Strategic Partners.</i></p>

>> **Strategic Community Partners Committee**

Mission Statement

- *As Idaho's leading business organization for innovators, Kickstand intends to identify and nurture genuine partnerships with other organizations sharing our interest in promoting a more entrepreneurial Idaho, our community of Strategic Community Partners (SCP)*
- *Demonstrate visibly the value of Kickstand and its members to these Partners through this network of professional relationships ; and*
- *Demonstrate visibly the value of our Partners to Kickstand and its members*

>> **The SCP Ambassador Project**

Goals

- *Develop a healthy, growing network of Strategic Community Partners;*
- *Establish personal contact between Kickstand and each potential Strategic Community Partner and identify common interests;*
- *Grow high-visibility, highly-productive Partner relationships of significant mutual benefit. Coordinate and collaborate between Kickstand and our Partners on marketing, events planning, and sponsorship activities*
- *Benefit new and existing business growth through improved partnering between government, academe and business.*



>> **Strategic Community Partners Project**

What's in it for You?

- *Know more about “What’s Hot” and “What’s Not” within the small business and entrepreneurial community*
- *Tap the “pulse” of members as to the success of government programs, access, knowledge and support.*
- *Get information more rapidly to the entrepreneurial community*
- *Build personal and professional bridges to Idaho's up and coming community leaders and job creation sources*
- *Improved assessment of effectiveness of the programs and funding sources established for small businesses*
- *Increase the “face to the customer” opportunity*

>> **Strategic Community Partners Project**

What's in it for Kickstand Members?

- *Improved knowledge of existing programs and funding sources for new and existing businesses*
- *Understanding how we can work together*
- *Knowing exactly who to contact, when and how*
- *Understanding, maneuvering within and working with government agencies and programs for new & small businesses*
- *Access to the right government leaders at the right time*
- *Learning to use government resources more effectively*



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>> ***For More Information***

- WWW.KICKSTAND.ORG
- *Meetings monthly every 2nd Thursday*
 - *Meeting location in Boise, Idaho Falls, Post Falls, etc. may vary; please check Web site.*
 - *Boise meetings start at 5:30pm; programs start ~6:15pm*
 - *Great food, soft drinks, beer & wine served*
- *Yearly dues – \$50.00*
- *Membership open to **all***
- *Sponsorships & advertising available*