

# Pop Up Altavista 2.0



# Everything you need to know about Pop-Up Altavista 2.0

## WHO SHOULD TAKE THIS PROGRAM?

Altavista On Track (AOT) will be hosting a business launch competition called Pop-Up Altavista 2.0. The program is designed to lead business entrepreneurs through a nine-week program to help entrepreneurs plan for their businesses future. This is an ideal program for aspiring entrepreneurs who only have a business idea, an entrepreneur who is ready to open their doors, or even a seasoned business owner who wants to expand their existing business. Class participants should be passionate and ready to learn about business planning and interested in operating their own business. Anyone can participate in the program, but prize money will be limited to businesses located within town limits.

## WHY SHOULD I PARTICIPATE?

Participants will be working alongside local business entrepreneurs to discover their strengths, weaknesses, opportunities, and threats in their business, industry, and market. The curriculum will help guide participants to create solutions tailored to their individual business needs. At the conclusion of this program, participants will gain a business plan that will assist with the growth of their businesses, help them apply for loan packages, and investment opportunities. Throughout the program, participants will gain lasting relationships with other entrepreneurs, The Small Business Development Center (SBDC), local business resources, commercial lenders, and local professional services.

Class participants that complete Pop-Up 2.0 will also be eligible to compete for funding to go towards the start-up or expansion of the business. Funding will be decided among the selected judges on the Business Expo Night at the conclusion of the program.



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### POP UP ALTAVISTA 2.0 FAQ

- Pop-Up Altavista 2.0 is free for participants
- 9– week program
- Funding is limited to businesses located within Town Limits
- Deadline to sign up: September 1, 2016

## POP-UP ALTAVISTA BY THE NUMBERS

**25** CLASS PARTICIPANTS

**\$25,000**  
TOTAL DOLLARS  
AWARDED

**BUSINESSES  
AWARDED** **3**

ADDITIONAL  
PARTICIPANTS THAT  
DID NOT RECEIVE  
AWARDS HAVE SINCE  
STARTED OR  
EXPANDED  
BUSINESSES IN  
ALTAVISTA

**3**

**10**  
**JOBS  
CREATED**

## HISTORY OF POP-UP ALTAVISTA

The first Pop-Up Altavista program launched in January 2015 by Altavista On Track, Altavista's Main Street Program. It was based on a similar program that was developed by Marion, Virginia. A needs survey was conducted within the community to better understand the business types and services that local consumers desired and would support. The original program provided a six-week curriculum and had 25 participants. During the pitch night, \$25,000 in grant funding was awarded by AOT to businesses with the best business plan.



## SUCCESS STORIES



### VAHSEER MEADWORKS

Jerome Snyder, owner of Vahseer Meadworks had studied the techniques behind craft brewing for years, and he always dreamt of operating his own meadery. Mead is the ancient alcoholic beverage using the ingredients of honey, water, fruits, herbs and spices to create a "honey-wine." After completion of the Pop-Up program, Jerome was awarded \$10,000 to start-up his business in the fall of 2015. Vahseer Meadworks is now the twelfth meadery in the Commonwealth.

The Commissioner of Agriculture, Sandra Adams was invited for the grand opening to celebrate Jerome's use of Virginia local honey and agriculture products to create his mead. Vahseer Meadworks is located at 621 C Broad Street, Altavista.

### ALTAVISTA MEDICAL & ONCOLOGY MASSAGE THERAPY

Silvy Perkins, a certified massage therapist, wanted to fulfill a need in the region for issues such as therapeutic massage, medical massage, cancer/oncology massage and lymphatic massage. Silvy was awarded \$2,500 from



Pop-Up Altavista and was able to open her business in the summer of 2015. Since her opening, Silvy has hired an additional therapist to expand her business. She was also featured in the state-wide Small Business Development Center Client Profiles magazine for 2016. Altavista Medical & Oncology Massage Therapy is located at 600 Broad Street, Altavista.

## MITCHELL'S SALON ON 7TH

Though Mitchell's Salon on 7th was an existing business, owner Gwen Synder Wells participated in the Pop-Up program to expand the retail space in her salon. Gwen was awarded \$10,000 to redesign her retail space and add an additional product line with Bare Minerals Cosmetics to her store. Gwen was able to increase her retail sales by 114% with the addition of Bare Minerals to her salon and has also been able to hire two stylists. The newest addition to Mitchell's Salon on 7th is Aesthetician Jessica Sundblom with Blum Esthetics. Mitchell's Salon on 7th is located at 503 7th Street, Altavista.



*"Having the grant money available allows me to hire more people. That's the big thing."  
- Gwen Synder Wells*

## WHAT TO EXPECT FROM POP-UP ALTAVISTA 2.0

So you're interested in opening or expanding your own business? Pop-Up Altavista 2.0 will give you all the tools and resources to get started, but that will also require hard work and dedication throughout the program. Participants should expect:

- Nine-week intensive course
- Overall perfect class attendance, (unless of an emergency or conflict)
- Outside of class assignments
- Class teamwork and collaboration
- Individual work and problem solving



## MEET THE PROGRAM ADMINISTRATOR



**EMELYN GWYNN**  
**MAIN STREET COORDINATOR**

Emelyn is the Main Street Coordinator for the Town of Altavista. She works with the Office of Economic Development and she provides administrative support for AOT. Emelyn is passionate about seeing the business community grow and flourish and enjoys working closely with businesses. Emelyn will serve as the point of contact for the program and administrate the day-to-day needs for Pop-Up Altavista 2.0.

**Phone: 434-369-5001**  
**ehgwynn@altavistava.gov**

## MEET THE CLASS FACILITATORS

The Small Business Development Center (SBDC) at Central Virginia Community College is a proud community partner for the Town of Altavista. The SBDC is an effective provider of customized counseling and education for small businesses in the region. The facilitators will be leading classes in Altavista each week during Pop-Up 2.0 program, but will also be available for private office hours for more business counselling services.

**NATHAN KOLB, M.B.A.- DIRECTOR OF THE SBDC AT CVCC**



Nathan is an entrepreneur at heart, starting his first business in the second grade! He has started, run, grown, merged, acquired, sold, and closed many small businesses and is always excited for the next opportunity. Nathan is also active in the Army National Guard as a Specialized Infantry Platoon Sergeant.

**STEPHANIE KEENER, M.A.— PROGRAM SPECIALIST OF SBDC AT CVCC**



Stephanie has a background in higher education, non-profit administration, Main Street organizations, and Chambers of Commerce. Stephanie is passionate about business education, economic growth in rural communities, and arts and culture.

## WHAT IS THE TIME FRAME?

**Classes will take place from 6:00 P.M.— 8:30 P.M.**

**The class location will be at Virginia Technical Institute, 201 Ogden Rd, Altavista VA, 24517**

- Week 1, Introduction— Tuesday, September 6th
- Week 2, Customers— Tuesday, September 13th
- NO MEETING, September 20th
- Week 3, Legalities— Tuesday, September 27th
- Week 4, Messaging—Tuesday, October 4th
- Week 5, Getting Paid— Tuesday, October 11th
- Week 6, Cost Analysis— Tuesday, October 18th
- Week 7, Financing— Tuesday, October 25th
- Week 8, Action plans—Tuesday, November 1st
- Week 9, Celebration night— Tuesday, November 8th



**Expo Night: Thursday, November 10th 4:00 P.M.—7:00 P.M. Altavista YMCA**

# WHAT WILL BE COVERED?

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The following is an overview of the nine-week schedule for a start-up and business expansion curriculum. This curriculum is specifically focused on an overview of all aspects of business to provide the best possible view for the business owner. The curriculum utilizes GrowthWheel to be the vehicle by which the business owner discovers the strengths, weaknesses, opportunities, and threats in their business, industry, and market.

**Week 1-** Who are you? This class will give introductions, expectations, program guidelines, and determine what type of entrepreneur archetype you are.

**Week 2-** What's your businesses problem? Are you reaching out to the wrong crowd? This class will focus on who your customer is and why your customer should choose you. This class will help you understand the market industry.

**Week 3-** Don't make your problem a problem. The rules of doing business, this class will cover what licenses, certifications, insurance, and contracts your business should have.

**Week 4-** Who else has a problem? This class will focus on building customer relationships, telling your story, and voicing your message.

**Week 5-** How is the problem solved? Discovering your minimum viable product will help you realize what you need to do each day to get paid and stay in business.

**Week 6-** Cashing in on the problem- This class will breakdown the cost of doing business, how to break even, and cash flow management.

**Week 7-** Funding the solution– Need more funding? Tonight we will discuss funding options, financing proposals, banking, and investment.

**Week 8-** Testing the solution— Take a look back to where we started and develop an action plan from there.

**Week 9-** Taking the solution to the world– Celebration night! Tonight will give the opportunity for everyone to practice their pitches and work on their expos.



## MORE ABOUT GROWTH WHEEL

The curriculum endeavors to remain at a “10,000-foot level”, reaching all businesses across industry, history, age, and stage of growth. The design facilitates discussion within the allotted classroom time and significant personal and professional discovery through the homework and activities that are to be completed between each class. The curriculum encourages exploration, experimentation, decision making, and action steps. Business owners that complete the curriculum will be prepared to move forward in their endeavors while understanding the benefit of working with a competent advisor, especially a certified and licensed GrowthWheel advisor.

Each class will follow the same basic pattern. A set of interrelated topics will be led by the facilitators with the group. A guest speaker who has expertise in one or more of the topics will speak to the group to encourage them and provide specific insights. The facilitators will guide the group through the application of their new knowledge by completing a selected GrowthWheel worksheet for a developed case study business that will be utilized throughout the curriculum. Between classes each business owner will be responsible for completing several Homework assignments as well as one to two activities. The Homework assignments are GrowthWheel worksheets chosen for their relevance to the topics. The Activities will vary in scope but are designed to foster interaction with the business owner and the public, possible customers or suppliers, and other business owners around the topics discussed in class.

At the conclusion of the curriculum the business owner will have completed a resource notebook filled with GrowthWheel worksheets, business specific interviews, market and industry reports, and listings of local and state resources. This notebook will be indispensable in the growth of the business as it constructs loan packages, explores investment opportunities, and creates a positive business culture within the organization and the community.

## POP UP ALTAVISTA 2.0 INCENTIVES

Even if your business does not receive funding after the conclusion of the program, participants will still walk away with valuable resources to use for years to come such as:

- Education
- QuickBooks training
- SBDC continued coaching
- Development of business plan
- Relationships with local lenders
- Donations of professional services and marketing
- Relationships with entrepreneurs in the community

## FUNDING OPPORTUNITIES

During the nine-week program, classes will be held in Altavista each week, running from mid-September until mid-November. The program will end with a business expo event where the participants will pitch their business ideas to judges for the opportunity to receive funding. Funding will be determined by the selected judges, and will be based upon the strength of the business plan, sustainability of the business, and the need for the business in the community.

If funded, business owners will be required to submit their receipts to AOT. Funds should go to the expenses for business expansion or business start-up.

## WHERE CAN MY BUSINESS BE LOCATED?

Though anyone who is interested in starting a business can participate in Pop-Up Altavista 2.0, funds will be restricted inside the Town of Altavista limits. Funding will only be awarded to businesses who are located in a commercial or industrial property.



## THANK YOU TO OUR COMMUNITY SPONSORS



### CONTACT:

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