



Harrisonburg Entrepreneurship Development Initiative

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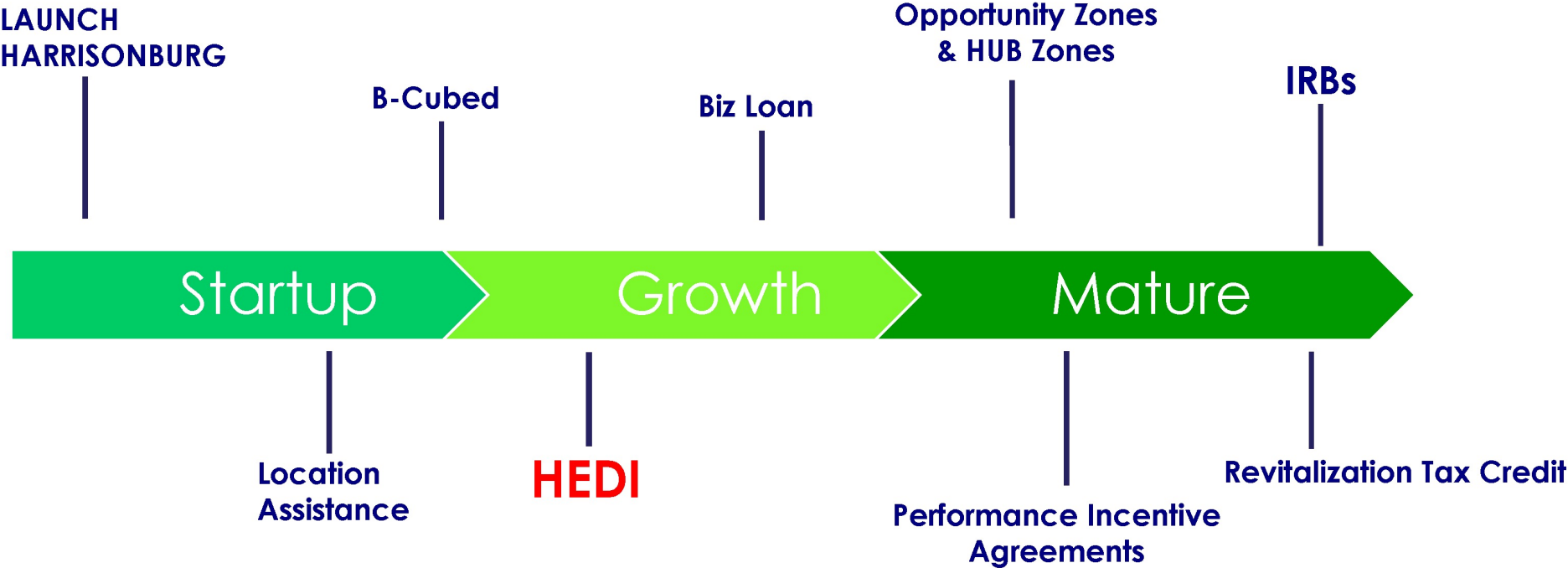
Just the
facts,
ma'am.



Why

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Spectrum of Business Services



What

HEDI develops early-stage business owners by offering one-on-one technical training with a subject matter expert and a mini-grant.



- Annual revenue between \$5,000 and \$200,000
- City business license and no delinquent taxes
- Home based businesses are eligible

- Meet with onboarding coach
- Pair with subject matter experts
- Set goals and/or metrics
- Participate in 6-8 hours of technical training
- Receive \$2,500 grant

Who

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EQALL
Business Solutions for All

NLC NATIONAL
LEAGUE
OF CITIES

CITIES STRONG TOGETHER

How (were the outcomes)

Results

Round 1

- ▶ 29 participating businesses
- ▶ 175 total hours of entrepreneur training
- ▶ \$72,500 in mini-grants

Round 2

- ▶ 20 participating businesses
- ▶ More hours of training per business
- ▶ 40% are Latino owned businesses





“My adviser helped me work through my goals, create focus during times of uncertainty, and identify pain points that were stopping my business from working towards its purpose.” -- Apalache Chocolate

“Thank you for choosing my business to benefit from this program. I have discovered so much about growing my business and gained many skills to achieve my goals. This program has given me much needed confidence and direction. Thank you so much for believing in Harrisonburg's small business owners!” -- Woolie Boolie Studio

“I’m truly stunned how often Matt Johnson and his family come here! They don’t even live nearby and yet are our #1 most frequent customer” -- Massanutten Waterpark

I couldn’t believe I got paired with a mentor who worked in gluten free cooking! It’s such a niche space. She gave me incredible guidance on my financials and the day-to-day logistics of running my business. – BMC Bakes

“Bryan Rothamel was one of the best tippers we’ve ever had here. He’s welcome back anytime!” -- The Little Grill

Where

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Thank you VEDA!