



## Activities and Projects Updates Summary

### NETForce Meeting Date:

Please provide a bulleted synopsis of major activities and projects in which you or your organization are engaged that you would like to share with the group.

- **National Entrepreneurship Week Events** (see separate handout)
- **Launched Business Design Lab**
  - Goal: Create a place for entrepreneurs to test and validate their idea before launching
- **Incorporated new materials into our coaching program and incubation**
  - Diana Kander's All In Startup book & website: <http://www.dianakander.com/>
  - How to Build a Startup "online class" - Business Model Canvas
    - <https://www.udacity.com/course/ep245>
  - Customer Dev Labs videos – customer development help
  - Value Proposition Design by Alex Osterwalder (author of Business Model Generation)
    - Book & online companion (exercises, tools, resources)
    - <https://strategyzer.com/value-proposition-design>
  - Canvanizer website – clients can create lean and business model canvases (and many other types of business canvases) and share with a coach
    - Great business model canvas tutorial: <http://youtu.be/QoAOzMTLP5s>
  - Adopted Asana – free, cloud-based project management software - <https://asana.com/>
  - Expanded use of NBDC CRM software, Neoserra for client coaching tracking and management
- **2014 Stats**
  - Over 1,400 coaching sessions
  - 55 business accepted into the Incubator since 2007
    - 22 graduates
    - 6 businesses currently in Business Design Lab
    - 12 businesses currently in incubation
- **Midwest Educators Forum on Entrepreneurship (see separate brochure)**
  - June 24-26, 2015
  - John Pappajohn Entrepreneurial Center – Mason City, IA