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**
  - How to Build a Startup “online class” - Business Model Canvas
    - [https://www.udacity.com/course/ep245](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](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](http://youtu.be/QoAOzMTLP5s)
  - Adopted Asana – free, cloud-based project management software - [https://asana.com/](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

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