



Maricopa Center for Entrepreneurship

Powered by NACET



Quarter 3 Update

2018

MCE 3rd Quarter Statistics

Metric	3 rd Quarter	2 nd Quarter
Clients Served	32	39
Hours of Direct Client Service	108	64.90
Resident Clients	1	1
Active Mentors	4	1
Jobs Created	0	4
MCE Team	3	3
Client Capital Raised	\$500	0
Social Media Likes	1662*	894
Events MCE Hosted	6	3
Events MCE Sponsored	28	22
Average New Attendance	22*	4
Average Recurring Attendance	14*	7

Additional Metrics

- Serving % of Maricopa's business licenses holders
- # business license applicants after MCE interaction
- # of active mentors and mentor hours
- # external partnerships and sponsorship dollars
- # of participants in programs
- # of grants applied
- # grant dollars secured
- # of community outreach

Qtr 3 Accomplishments

- Launched MCE Mentor Program
- Launched MCE Advisory Board
- mLoan recipient has paid off balance
- Launched City-wide Pitch Competition
- Average 2 new clients a week from marketing
- Pitch contestants reported increased revenue opportunities after competition
- Introducing four programs

It Takes aVillage

MENTOR POOL

- Local entrepreneurs and business professionals committed small business success.
- Quick and easy scheduling through our online platform and phone app.
- Meet the mentors at our monthly round tables and mentor parties!



Business Advisory Board

ADVISORY BOARD

ODEEN DOMINGO

COHOOTS

- Community developers with experience mentoring and guiding businesses, teams, and individuals
- Has a commitment to growing a culture of generosity
- Provides guidance and referrals in alignment with MCE making a lasting difference to the startup community and it's mentors.



Business Advisory Board

MARTIN SCHMALENBACH

MICROCHIP



DAN LEBOUFFE

ZIP REALTY CORPORATE



Business Advisory Board

COREY WOODS

ASU ACADEMY



SHAWN CASHER

INTEL / MICROSOFT





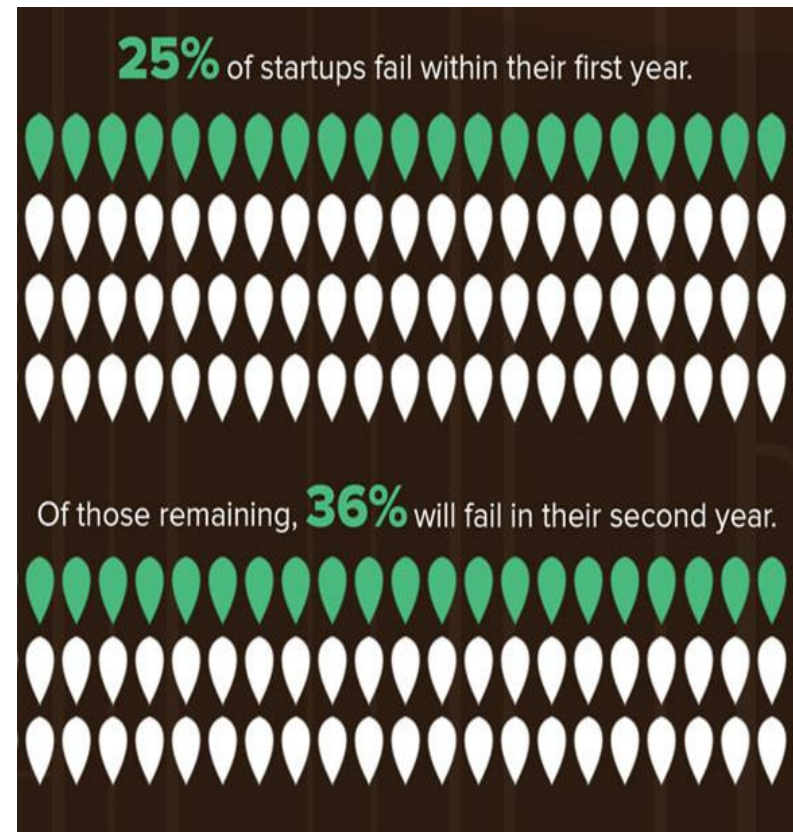
Programming

2018

Smart Start To Success

SMART START

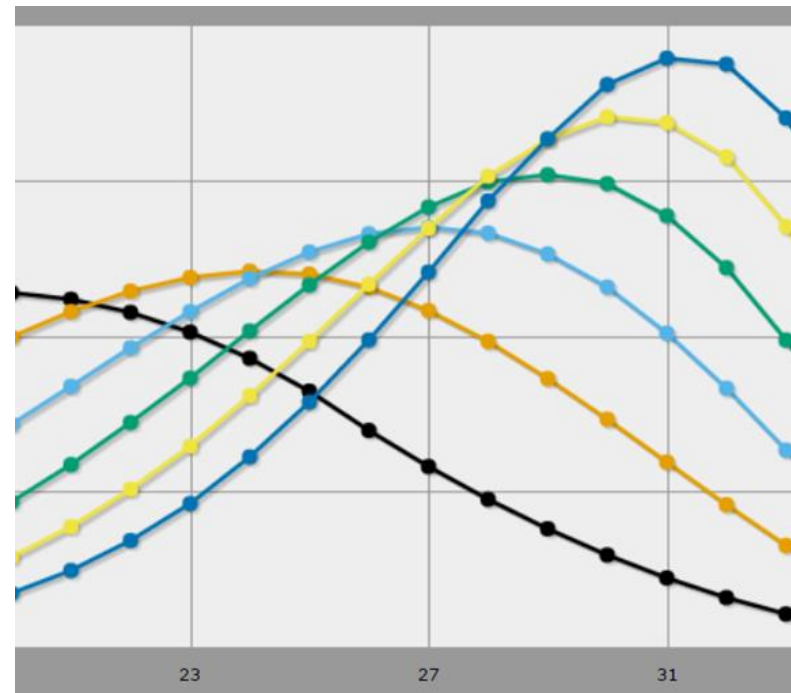
- “It is not as much about who you used to be, as it is about who you choose to be.”
~ Sanhita Baruah
- Smart Start provides those coming from an employee background to begin developing their employer mindset through clearly identifying their motivations, passions, and acquired career skills.



Milestone Plan

MILESTONE PLAN

- “Every line is a perfect line if you don’t measure it.”
~ Marty Rubin
- This tool allows participants to convey any business development needs over a 2 year span and sees what effective actions to provide proactive, timely and effective actions that will fulfill those needs.



Boot Camp Intensive

BOOT CAMP INTENSIVE

- One of the top three issues clients come to MCE to resolve is increasing revenues through sales.
- Through this intensive, participants will learn how to sell their business, their vision, and themselves by practicing with experienced sales and public speaking mentors.



On Track

ON TRACK PROGRAM

- To proactively see the impacts of market change is easier with multiple eyes and ears.
- On Track prevents business blindside by bringing groups together to cover a multitude of topics aimed to keep their businesses ahead of any approaching curves.





Goals for 2018

2018

Pitch Competition Winner



Jenny MCE Pitch Competition Winner

100 Startups Served

This is achieved by:

- driving awareness and traffic towards our programs through our social media efforts, speaking engagements, and referrals.
- having multiple touch points for clients to interact with our brand through mentorship, book club, online event calendar, and center events.
- having 40 participants complete our programs and share with others their experiences.

15% of Center Expenses Sponsored

This is achieved by:

- establishing or leveraging grant writing resources and developing a process where MCE can locate, prepare documentation, and apply for eligible grant opportunities quarterly.
- presenting MCE's value to sponsorship opportunities throughout the southwest startup ecosystem.
- increasing tenant and paid membership populations to increase revenue.

Advanced Market Research Workshop

Learn practical, inexpensive methods to gather customer, prospect and competitor feedback.

Nov 9th

Small Business Marketplace

Join 40 vendors at our second annual Small Business Marketplace!

Dec 9th

Mentor Roundtable

Receive wisdom from multiple mentors and discuss issues, challenges, or your current business operations.

Nov 14th

Smart Start Cohort begins

Begin developing your business owner mindset through this 4 Saturday session program!

Jan 6th

Find out more at maricopainnovates.com

Come and Visit Us!

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Any Questions?

