



Maricopa Center for Entrepreneurship

Trend Report for April through June 2017

What MCE Offers

1 MENTORING

- One-on-One discussions
- Coaching through process development
- Business Plan development
- Milestone planning and team development
- Practicing brand positioning

2 WORKSHOPS

- Hands-on workshops and presentations with guest speakers and organizations.
- Topics cover networking, self-development, financial and legal services, and much more.
- Your company can utilize the space to host your workshop for the community, free of charge.

What MCE Offers

3 INTRODUCTIONS

- Personal introductions to pitch competitions, funding opportunities, staffing options, leads and referrals, additional mentors, and subject matter experts.

4 PROMOTIONS

- If your business or movement has a significant event or achievement, let us know so we can share it as well.
- Keeping you aware of local and neighboring start-ups who are active that can make a difference to your business.



Measures And Statistics

2ND QUARTER

MCE 2nd Quarter Statistics

Topic Measured	2 nd Quarter Actuals	1 st Quarter Actuals
Clients Served	39	41
Hours of Direct Client Service	64.90	124.25
Resident Clients	1	1
Active Mentors	1	1
Jobs Created	4	0
MCE Team	3	3
Client Capital Raised	0	0
Social Media Likes	894	670
Events MCE Hosted	3	2
Events MCE Sponsored	22	38
Average New Attendance	4	13
Average Recurring Attendance	7	22

Trends Discovered

Trend:

There was a drop in direct client hours, but an increase in client follow-up and advancement through MCE's Milestone track as well as demand for introductions to outside resources. Along with the reporting of job creation from 3 of our clients, these are positive signs of company growth.

Result:

Increasing recruitment into MCE's Milestone program and referral resource development and scheduling more remote options for clients when they travel.

Discovery:

Event attendance has increased due to 4-point outreach practices implemented in May. This practice includes 2 emails, 2 phone calls, and 2 text message reminders. We continue this process for our events going forward.

Trends Continued

Trend:

MCE continues to track introductions on behalf of clients to other clients, services, or resources that the client was in need of. Our 41 introductions yielded approximately 12 new client referrals. The tracking has also provided feedback from the resources, allowing us access to more data which we are able to collect and include in our programming.

Result:

Continue to foster relationships with resources and follow-up practices in reaching out to our resources after a referral is made.



It Is Time To Pitch!

Maricopa Pitch Competition

- ✧ Participants will be accepted into our pitch program with a commitment of 10 hours classroom time and 14 hours pitch training over a 3 week period.
- ✧ Finalists will be selected from the graduates of the pitch program and will present their 3-4 minute pitch with slide deck to 6 panelists.
- ✧ The final date for accepting applications is July 15th.
- ✧ A pre-launch party on August 18th 6pm-7pm, at Elements Event Center. 7pm to 9pm, come and network, meet the Pitch Competition Finalists, panelists and local entrepreneurs at the Luxe Lounge.
- ✧ The Pitch Competition begins Aug 19th 11:30am-1:30pm, at Elements Event Center.

What Our Pitch Program Covers

- ❖ Intellectual Property
 - ❖ Defined Problem/Solution
 - ❖ Customer Discovery
 - ❖ Competition
 - ❖ Financial Feasibility
- ❖ Value Proposition Canvas
 - ❖ Competitive Advantage
 - ❖ Financial Model Analysis
 - ❖ Business Model Canvas
 - ❖ The Importance Of Why

Sign up for free tickets at:

www.maricopainnovates.com/pitch-competition

Come And Visit Us!

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