



For Immediate Release

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Date: August 6, 2020

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Couleecap Launches CO.STARTERS Rebuild Program to Help La Crosse Area Small Businesses Recover

(La Crosse, WI) Couleecap is now accepting applications for CO.STARTERS Rebuild, a 10 session live-facilitated virtual program that helps small businesses impacted by COVID-19 refocus, stabilize, and build toward long-term recovery.

Entrepreneurs who participate in the CO.STARTERS Rebuild program will be able to confidently move forward with actionable next steps for their business, identify creative solutions, find both short-term and long-term financial stability, and adapt in an uncertain environment. Participants will work with a certified facilitator and dedicated group of peers in a series of 2.5 hour virtual sessions, covering topics that help them adapt and remodel their business to meet changing customer needs. The program uses a simple e-learning platform and live-facilitated video sessions that stream to any computer or mobile device, as well as a physical binder to help participants work through the content offline between sessions.

The Rebuild program is part of a five-step small business “Road to Recovery” framework created by CO.STARTERS, an international entrepreneur support network with more than a decade of experience supporting successful entrepreneurs. CO.STARTERS Rebuild uses a proven model to guide small business owners through effective business modeling methods in a simple and intuitive way, while connecting them to a supportive community of peers and mentors.

Rebuild in La Crosse will be hosted by Couleecap Inc. Valued at more than \$500, the Rebuild program is being offered during this challenging time to local businesses, entrepreneurs, and freelancers in La Crosse free of charge to those that complete the program. To assist in covering the cost of materials, participants will be asked to pay a \$30 deposit prior to the beginning of the cohort. Individuals who participate in the cohort through the full duration of the program will have their deposit promptly refunded once the program has been completed. The 10-session CO.STARTERS Rebuild program will begin September 2nd, 2020 and meet weekly on Wednesdays through November 11th, 2020.

“While we continue to work through this pandemic, we recognize that small business owners need to be proactive in restoring consumer confidence now,” said Couleecap Business & Income Developer Aaron Reimler. “This program will give them a sounding board to work through



making the necessary changes to their distribution or delivery system, the tools to help them pivot where necessary, and resources to assist in readjusting their business model to account for new market conditions and lingering public health concerns.”

Small businesses are a major economic driver for local economies and have been hardest hit by the COVID-19 pandemic, but often do not receive the same level of support as larger employers. With the Rebuild program, CO.STARTERS and Couleecap aim to narrow that gap.

“With many small business owners across the country feeling overwhelmed, anxious, and alone, we built Rebuild and the Road to Recovery model to cut through the debilitating flood of information and resources and help entrepreneurs find confidence to take the first steps toward recovery through these uncertain times,” said Enoch Elwell, CO.STARTERS Founder. “This framework, support group, and set of curated resources provides business owners with the knowledge, confidence, and connectedness to take decisive action when it matters most.”

For more information about CO.STARTERS Rebuild in La Crosse, head to www.couleeco.com/rebuild or contact Couleecap Business & Income Developer, Aaron Reimler, at (608) 797-5746 or aaron.reimler@couleecap.org.

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About Couleecap Inc.

Couleecap, Inc. is a private non-profit 501c3 charitable organization. Couleecap helps people in need with housing, food, transportation, and more. Created in 1966, we are a community action program that fights poverty and promotes self-sufficiency in Crawford, La Crosse, Monroe, and Vernon counties. Learn more at www.couleecap.org.

About CO.STARTERS

CO.STARTERS helps individuals and communities thrive through entrepreneurship by equipping them with strategy, tools, and relationships. Building on initial grassroots efforts with small business starters in Chattanooga, Tennessee, the CO.STARTERS network now has an international reach with thousands participating in its programs annually. Since 2008, CO.STARTERS has equipped more than 690 local leaders across 200+ communities, helping more than 12,000 starters move forward with their ventures. From the beginning, CO.STARTERS has pioneered a community-based approach to economic development, and has played a leading national role in increasing small business success and growing entrepreneurial ecosystems.