



For Immediate Release

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New Business is Booming, and the CO.STARTERS Entrepreneurial Training Program Ensures Success!

(La Crosse, WI) Couleecap Inc., with support from the Wisconsin Economic Development Corporation and local partners, are offering new entrepreneurs and existing business owners alike the opportunity to build strong, sustainable business models and reach new markets by launching new businesses or expanding existing ones. The CO.STARTERS Entrepreneurial Training Program offers an innovative and action driven approach to equipping new entrepreneurs and existing small business owners with everything they need to launch a new business, or adjust and expand an existing business.

CO.STARTERS is a cohort-based, facilitated program designed for small business owners at all stages of development. CO.STARTERS participants gain current insights, tools, and relationships to turn ideas into action. Each participant graduates the 10-week program with a much deeper understanding of how to create a sustainable venture, articulate their models to potential funders or investors, and a process they can repeat with their next great idea.

2020 was a year that brought extremely turbulent and tumultuous times for many of us, but in the midst of mass lay-offs, depressed economic conditions, and a public health crisis, opportunity still arose. As the La Crosse and surrounding areas continue moving into the post-pandemic world, residents are working to seize that opportunity and build resiliency. Whether out of necessity or because time spent social distancing allowed more time for the creation of new ideas; CO.STARTERS is here to provide the tools and resources needed to build sustainable, long term success.

The May CO.STARTERS program will be held on Thursday nights at 6 p.m. beginning on May 6th, each session approximately 2.5 hours. Cost is \$300 per participant with opportunities for scholarships, discounts, and deferments.

With continued respect to social distancing and public health concerns, sessions will be held virtually. The CO.STARTERS national brand and Couleecap have cultivated resources and implemented the necessary tools to enhance the online experience and make participation from a home computer or laptop extremely accessible.

“We’re excited to provide the updated, revamped, and modernized version of this incredible resource,” says Couleecap Business and Income Developer, Aaron Reimler. “With a virtual experience that’s been fine-tuned, we’re here to support both new and existing entrepreneurs with a proven process that’s



accessible, collaborative, supportive, and deeply examines target market and messaging, legal structure, finding the break-even point, creating meaningful sales goals, securing funding, and much more.”

CO.STARTERS sessions are run by local small business owners and entrepreneurs who are trained facilitators. This program is community minded and offers the opportunity to connect with and learn from other business owners and economic development professionals throughout the area. Participants will gain the tools they need to build sustainable ventures and will also leave the course with a larger, stronger network of support.

To register for more information head to www.couleeco.com/costarters, or contact Couleecap Business & Income Developer, Aaron Reimler, at aaron.reimler@couleecap.org or (608) 782-5525.

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About Couleecap

Couleecap fights poverty and promotes self-sufficiency, economic development, and social justice. We are People Helping People, and everyday our actions make a difference in the lives of people and families throughout the Coulee Region.

