



News Release

For Immediate Release

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

(Prairie du Chien, WI) Couleecap Inc., Extension Crawford County, and Driftless Development 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 everything they need to get started, adjust, or 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 aspiring entrepreneur 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 repeat the process 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 Crawford County moves into the post-pandemic world, residents are working to seize that opportunity and build resiliency. The launch of a September CO.STARTERS cohort is that opportunity.

The September CO.STARTERS program will be held on Tuesday nights beginning at 5:30pm on September 21st, each session approximately 2.5 hours. The first and last class will be in person at the County Administration Building in Prairie du Chien, Wisconsin, with all other classes to be held virtually. Because of WEDC grant funding and local support, we're able to offer this training for only \$150 for participants. Without grant funding and local support, this training would cost \$550. We are happy to work with any interested participants who are unable to pay the registration fee, because we don't want cost to be a barrier to participation for our upcoming entrepreneurs!

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 and for more information head to www.couleeco.com/costarters, or contact Couleecap Business & Income Developer, Amanda Warthesen, at amanda.warthesen@couleecap.org or (608) 304-7978.

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