

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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**The Innovation Center at Saratoga Announces
“Entrepreneurship is Everyone’s Business”**

*New multi-phase program designed to strengthen local small businesses
with mentorship that extends beyond the classroom*

The Innovation Center at Saratoga, Inc. (ICS) announced today the launch of "Entrepreneurship is Everyone's Business," an entrepreneurship program built to strengthen the local economy by helping small businesses start, grow, and succeed.

We are thankful for the support of NBT Bank and Phillips Lytle, LLP as sponsors. We are also happy to announce our partnerships with SUNY Adirondack, Saratoga Arts, and SCORE on this program.

"One of the great strengths of any community is the success of its small businesses," said Beth Moeller, Founder of the Innovation Center at Saratoga. "This program is designed to support the businesses that shape our region's identity and vitality—the local shops, restaurants, consultancies, and creative makers and artists that make our community special."

Entrepreneurship is Everyone's Business is tailored to support Main Street, Hospitality, Business Consultancies, and Creatives (including visual artists, photographers, jewelry designers, and more). Other business types are welcome, and the program is open not only to not-yet-open ventures, but also to early-stage businesses ready to improve and grow.

A Unique Approach: Four Phases covering Learning, Mentorship, Pitching, and Long-Term Support

Unlike a traditional business boot camp, ICS emphasizes continued coaching, mentorship, and community accountability over time. The program is structured in four phases:

- 1) **Learn** (February through April) with six core business classes and then 2 elective tracks of 3 classes each serving the needs of artists and creatives as well as the more traditional business.
- 2) **Guide** (May), where class participants are paired with mentors from SCORE or Saratoga Arts to help refine their Business Plan and model. We also host regular Ask Me Anything nights, held in conjunction with SUNY Adirondack, during this phase with local business people sharing their expertise by answering questions from our entrepreneurs.

- 3) **Pitch** (June), where participants present their finalized business plans and concepts to key regional funding sources, including banks, development groups, and government sources.
- 4) **Support** (July through December) This phase focuses on building peer-to-peer support networks and a community of entrepreneurs balancing work, life, and startup growth. The program culminates in Everyone's Business Demo Day, a public showcase where graduates can gain exposure and present to community leaders, potential customers, and investors as they take the next step toward expansion.

"What sets this program apart is that we don't just teach you and send you off," Moeller added. "We pair you with a mentor, we bring you together with other entrepreneurs facing the same challenges, and we stay with you for the full year. That's the kind of support our local business owners deserve."

Learn More / Register

Program details and registration information are available at:
<https://innovationcentersaratoga.org/entrepreneur>

The Innovation Center at Saratoga, Inc. is a non-profit 501(c)(3) collaborative maker space where artists, entrepreneurs, and community members come together to learn, create, and innovate. More information can be found at <https://innovationcentersaratoga.org>.

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