



# Virtual Incubation Program

Learn more at:  
[otbc.org/vip](http://otbc.org/vip)



Southern Oregon Regional  
Economic Development, Inc.

[www.soredi.org](http://www.soredi.org)

- Learn about building a growth business
- Expand your network
- Get help locally, and across the state
- Grow a successful business!

In 9 sessions, starting Sep. 20, 2018, VIP will help you understand key entrepreneurship concepts and prepare for growth. Plus, through interactive video workshops you'll meet mentors and investors who can help you and your business succeed.

If enough qualified entrepreneurs apply - the next step will be to **grow a local seed fund** next year, to provide seed investments for local startups so local investors will be funding and mentoring local startups!

# VIP

## What will Attendees Accomplish?

By the end of the program, our goal is that each participating company will understand:

- How to validate market need
- The basics of protecting intellectual property
- Common stock, preferred stock, and stock compensation
- Value pricing for their product or service
- How to develop a 5 year revenue projection
- Market segmentation and sizing
- How to develop a funding plan and, if appropriate, an investor exit strategy
- How to develop a compelling company pitch
- Develop relationships with several potential investors and mentors in their local area.

## Who should apply?

Entrepreneurs who are building growth businesses. Our target for this VIP is the regions served by SEDCOR (Polk, Marion and Yamhill counties), SOREDI (Jackson and Josephine counties), and the Umpqua Business Center.

What do we mean by “growth business”? If your intent is to build a local business with local customers, that’s not what we mean by growth. If your goal is to build a product or service business that will ultimately sell to customers across the US or even internationally - that sounds like a growth business.

**Prospective investors** in the target region are encouraged to audit the VIP course. Reach out to your local contact for more information.

## Is this Just for Tech Companies?

No - this program is for any company that has an objective to grow to address a national or international market.

## Time Commitment

The commitment you make as a participating entrepreneur is to:

- View the assigned videos .Time required: 1 hour per week.
- Attend each of the monthly online video sessions. Time required: 1.5 hours per week
- Work on the deliverables each month. The time require for these will vary from 2 to 6 hours per month, but all of these deliverables relate directly to building and funding your company.

## What does the VIP program cost?

List price for the program is \$249. But thanks to a grant from the Oregon Community Foundation, rural Oregon entrepreneurs can register for a very low fee of \$79.

## Local Contact

SOREDI (Medford)  
Codi Spodnik  
codi@soredi.org

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