



# Virtual Incubation Program

- Learn about building a growth business
- Expand your network
- Learn from experienced startup mentors



VIP will help you understand key entrepreneurship concepts and prepare for growth. Eight weeks of online workshops cover a broad range of entrepreneur issues. And in many communities, VIP will be followed by an opportunity to apply for an investment.

VIP is brought to you by OTBC in partnership with the Strategic Economic Development Corporation (SED COR), Southern Oregon Economic Development Inc. (SORED I), and the Regional Accelerator Innovation Network (RAIN).

# VIP

## What will Attendees Learn?

By the end of the program, each participating company will understand how to:

- Validate market need
- Protect your company and your intellectual property
- Analyze, size and segment a market
- Craft a go-to-market plan.
- Fund an early-stage startup
- Develop a compelling company pitch

## Who should apply?

All entrepreneurs who are building growth businesses are encouraged to apply. By “growth” we mean a company that plans to create a product or service business that will ultimately sell to customers across the US or even internationally, not just locally.

## Is this Just for Tech Companies?

This program is for any company that has an objective to grow, and a business model that is scalable (i.e., a model that is capable of supporting growth). That might mean crafts, housewares, software, mobile app, clean tech, food, beverage, or any number of other markets. If your goal is to grow a growth product business or a scalable service business, then VIP is for you.

## Prepare for Investors

This VIP sequence is designed for entrepreneurs that intend to seek investor funding to provide the capital their startups will need to grow.

## Time Commitment

The commitment you make as a participating entrepreneur is to:

- View the assigned videos: 1 hours per week.
- Attend each of the monthly online video sessions: 1.5 hours per week
- Work on the deliverables each week. The time require for these will vary from 1 to3 hours per week, but all of these deliverables relate directly to building and funding your company.

## What does VIP cost?

The fee for the program for companies in rural Oregon is only \$79, thanks to financial support from foundations and the Dept. of Commerce.

## Schedule

You can take the VIP course any time as a self-study program. All the video curriculum is available online. Optionally, you can participate in the 8 weekly VIP discussion sessions to meet and learn from other participants, and to benefit from group mentoring from OTBC staff.

Our next online discussion sequence starts April 2, 2020. We meet weekly for 8 sessions on Thursdays, 11:30am to 1pm to discuss the topic of the week (participants view the video for that week first).

**Learn more &  
Apply now:**

[otbc.org/vip](https://otbc.org/vip)