

GEARS

FOR STARTUPS & SMALL BUSINESSES

GEARS, an initiative of [Think Dutchess](#) and powered by the [Hudson Valley Center for Innovation](#) (HVCI), is an innovative **free program** that will help your startup or small business **grow and thrive by offering targeted programs to overcome your entrepreneurial challenges and help you clarify your plan**. The workshop series is the program focal point, with one-on-one sessions, group sounding boards and the Slack community supporting you further as you design your plans and go deeper into each topic. GEARS will start the beginning of October, 2022.



Open Registration

Interactive virtual workshop series



Competitive Application

Customized one-on-one sessions



Join the Slack community



Group sounding boards

ARE YOU ELIGIBLE?

All startups and small businesses located in Dutchess County and/or business owners who live in Dutchess are eligible to participate. Opportunities to register and apply will close September 30th



Scan this QR code to apply early for a limited spot in the one-on-one sessions and/or group sounding board





WORKSHOP & SLACK FAQ

OPEN REGISTRATION

Virtual Workshop Series

This series will be made up of six workshops with key topics that include: Product/Service offering, customers and markets, systems and operations, and funding. Think Dutchess will send Workshop announcements and registration links regularly via email and other social media platforms. Receive these details directly to your inbox by signing up for program emails at thinkdutchess.com/gears/

What will I learn from this workshop series?

This series offers informative, live and recorded workshops that will take you through key aspects of your business, providing you with tools and knowledge to continually examine and improve your business and processes as you grow.

You'll learn about:

- knowing your customers
- developing your brand
- establishing product market fit
- creating your pricing model
- selecting your marketing channels
- optimizing systems and operations
- seeking investment to scale

Delivered by expert presenters and experienced panelists, this engaging series is sure to deliver some very interesting and lively conversations.

How do I get a copy of the presentation?

Just reach out to brinn@hvci.org and she will send you a copy.

Slack Community

What is a Slack community?

Slack is a messaging app that connects people to the information they need and to each other. Slack makes ongoing access to your community easy – and it's a place you can promote your business to fellow Slack members. You can slack anyone inside the community just like you would send an email, and can communicate in dedicated spaces called channels. The Dutchess GEARS Slack offers a great opportunity to bring business owners, information, and communities together now and in the future.

How do I sign up to be part of the Slack Community?

Simply [click to join the Slack channel](#) and be a part of a long lasting community of local entrepreneurs and business owners.





ONE-ON-ONE & SOUNDING BOARD FAQ

EXCLUSIVE OPPORTUNITY BY APPLICATION

One-on-One Advisory Sessions

How does it work and what value will I gain from these sessions?

Building on the workshop series, these one-on-one sessions will provide a deeper dive into your specific business challenges or obstacles. You'll work with a seasoned business advisor to develop an action plan that puts you on a path to growth, gaining the tools and knowledge you need for success.

How many sessions can I participate in?

You will receive 2 one-hour sessions customized to your needs.

How do I sign up for a one-on-one advisory session?

[APPLY HERE](#) for advisory sessions and/or sounding boards and our team will contact you to review your needs and arrange your sessions.

Group Sounding Boards

What is a sounding board?

This is a series of accountability and group learning sessions led by expert entrepreneurs. Grouped with peers in the Dutchess region who are in similar businesses or stages of business, and building off what you've learned in the workshops, you will have lively, informative discussions and will build knowledge, skills and community.

How do sounding boards work and what's covered?

There will be six sessions that will include: sharing wins that moved the needle on larger milestones and goals; reviewing current obstacles to success and progress; and setting action plans in motion.

What are the expected outcomes of this program?

You will learn and grow from the entrepreneur leader as well as from your peers. You will develop the tools and mindset to take your business to the next level and will establish relationships that will continue to be valuable as you move forward.

How do I sign up for a group sounding board?

[APPLY HERE](#) for advisory sessions and/or sounding boards and our team will contact you to review your needs and arrange your sessions.

