

PRESS RELEASE

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ChicoSTART Empowering Startups + Small Businesses with 2024 Strategy and Innovation Workshop Series

Chico, CA - **ChicoSTART**, the lead hub for innovation and entrepreneurship in the North State, is thrilled to announce its upcoming Strategy and Innovation Spring Workshop Series. This series is designed to empower entrepreneurs, startups, small businesses with cutting-edge insights and strategies. The workshops will focus on leveraging AI, protecting your business from the latest fraud and scams and the 7 levels of business growth.

Scheduled to take place on **Wednesday, April 10th at the Tres Hombres Blue Agave Room in Downtown Chico**, these workshops will provide attendees with valuable knowledge and practical tools to drive growth and success in today's ever changing business landscape.

The highlights of the workshops include:

The 7 Levels of Business Successful Business - Presented by Half a Bubble Out

This session will be a framework of how to think about what it would look like, strategically, to start a business and take it all the way to selling it.

Identifying Common Fraud & Security Risks for Small Businesses - Presented by Tri Counties Bank

This session is truly focused on startups and small businesses, providing startups and small businesses valuable insight on the most common scams and attacks to safeguard the business and its finances against potential threats.

Leveraging AI: What's Possible and What's Practical - Presented by Foundri

This session will give an overview of the current state of AI, highlight some emerging trends and possibilities for startups and small businesses, explore practical case studies of AI Usage, and share resources that can help anyone's implementation.

"We are excited to offer these strategic workshops to entrepreneurs, startups and small businesses in our community," said Eva Shepherd-Nicoll, Executive Director at ChicoSTART. "In today's rapidly evolving business landscape, staying informed and equipped with the right tools and insights are crucial for success. These workshops are designed to empower entrepreneurs with practical knowledge, strategies and tools to start, grow, and thrive in an ever changing environment."

The Strategy and Innovation Spring Workshop Series is open to entrepreneurs, business owners, professionals and students seeking to gain a competitive edge and drive growth in their businesses.

ChicoSTART and GrowTECH will also host a networking opportunity after workshop sessions for attendees to continue making connections.

Event is free, but registration is required.

For more information and workshop series registration:

<https://growtech.io/gt-2024-april-workshop/>

For media inquiries or interview requests, please contact:

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About ChicoSTART: Located in Chico, CA, ChicoSTART is a vibrant coworking space and a CA Accelerated Innovation Hub dedicated to fostering entrepreneurship and innovation through its diverse programs, resources, and community initiatives to 20+ designated counties in the North State. ChicoSTART empowers entrepreneurs and startups to turn ideas into successful ventures and drive the entrepreneurial ecosystem in the Nor Cal region.

About GrowTECH: GrowTECH is an initiative under ChicoSTART to grow, support, and connect the thriving tech and entrepreneurial hub in Chico and the North State, providing culture, community and connections.

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