

FOR IMMEDIATE RELEASE
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On-demand Virtual Entrepreneurship Toolkit Series NOW AVAILABLE IN SPANISH!

New learning opportunities are designed to drive strategy & innovation, and grow the inclusive North State ecosystem.

June 26, 2024 - Chico, CA: ChicoSTART is thrilled to announce that the On-Demand Virtual Entrepreneurship Toolkit Series is now available in Spanish! The Sacramento State Carlsen Center for Innovation & Entrepreneurship originally presented this virtual series of workshops in English. It was designed to teach participants about building the foundation of a new enterprise. ChicoSTART partnered with the Carlsen Center to extend this valuable resource to the North State. As two CA Accelerated iHubs currently working together to achieve program goals in key industry sectors, translating resources from English to Spanish is an effort to enhance the North State's diversity, equity, inclusion, and connectivity to other centers of innovation and economic game changers across the state.

Says Eva Shepherd-Nicoll, Executive Director of ChicoSTART, "Bound by the spirit of innovation, and our GoBIZ CalOSBA Accelerate CA Inclusive Innovation Hubs, the Greater Sacramento iHub and the ChicoSTART North State iHub join forces to focus on progress across Northern California. Together, they break down barriers and elevate inclusivity by

introducing Spanish translation of our services, ensuring that language is no longer a barrier but a bridge to opportunity and empowerment for all. Special shout out to our partners on this and other projects, California Hispanic Chamber, where we enjoy the support of Julian Caliente, Oscar Garcia and their respective teams. This is another example of our two Accelerate CA Inclusive Innovation Hubs and regional partners, working together to make things happen."

"We are proud that through this Accelerate CA regional hub collaboration we have been able to expand the On-Demand Toolkit Series resource's impact by increasing its accessibility to Spanish speaking entrepreneurs. We believe this foundational series now translated into Spanish will empower more entrepreneurs to get started with the tools they need to succeed driving economic growth and vitality in our regions." **stated Cameron R. Law, Executive Director, Carlsen Center, Innovation & Entrepreneurship, Sacramento State.**

The Entrepreneurial Toolkit is a **free** comprehensive series of online resources that provides aspiring entrepreneurs with the tools and information needed to launch and grow a successful business. The translation of this essential resource into Spanish removes language barriers and allows a wider range of individuals in Northern California to access the quality entrepreneurial education they need.

Session Topics:

- Session 1: Customer Segments, Customer Problems and The Founding Team
- Session 2: Unique Value Proposition, Solution, Existing Alternatives, Early Adopters, Jobs-To-Be-Done, & Assumptions
- Session 3: Go-to-Market Strategies, Ideation, Traction, Experiments, and The Offer
- Session 4: Revenue, Costs, Key Metrics, and Financial Projections
- Session 5: Pitching, Accomplishments, Unfair Advantage, and Funding Needs

To access the Entrepreneurial Toolkit in Spanish and begin your entrepreneurial journey today, visit: <https://chicostart.com/on-demand-virtual-entrepreneurship-toolkit-series/>

Questions? Contact Eva Shepherd-Nicoll at eva@chicostart.com .

About Chicostart: Chicostart supports and enriches Northern California's Entrepreneurial Ecosystem by providing small business, entrepreneurs and startups the resources they need to succeed. Our platform includes shared office amenities, mentoring, workshops, internships, tech talks, student to business projects, entrepreneurial events, satellite office programs, and anything else that helps our core mission of helping startups succeed. As a GO-BIZ iHub for the Far North, the Chicostart ecosystem includes but is not limited to investors, technologists, entrepreneurs, students, educators, local businesses, agencies and mentors.

About Sacramento State Carlsen Center for Innovation & Entrepreneurship: The Carlsen Center serves as a regional hub and platform for providing approachable and accessible entrepreneurial education, community, and support to enable startup founders of all backgrounds to explore and launch their businesses. We support you in your entrepreneurial journey through workshop training, cohort-based programs, community activation events, and one-on-one mentorship. We also are proud to be a steward of the Sacramento Entrepreneurial Growth Alliance and its regional asset the [NorCal Entrepreneur Hub](#).

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