

Jumpstart FAQs

Important Dates

- Online application closes January 23rd
- First Workshop & Kickoff for participants January 28th
- Training Sessions/workshops for participants Feb. 4th, 11th, 18th, 25th, March 3rd.
- Small Business Development Center One-on-Ones- Feb. 27th
- Office Hours with Mentors Mar 2-6th
- Business plans due Mar 6th by 5pm. **Three copies should be sealed in envelopes, one copy per envelope. Label or mark the outside with your name/business name. These can be delivered to the Giles Visitors Center, 203 N Main St, Pearisburg, VA 24134.**
- Business plan judging Mar. 7th- 16th
- Business plan pitch night & announcement of winners March 17th



What is Jumpstart Giles?

Small businesses & entrepreneurs are encouraged to participate in our first annual business development series. Participation could result in cash money prizes and other business services awards! Jumpstart Giles will begin this winter. A partnership between the Giles County IDA, the Towns of Giles, Giles Tourism Office, and others, Jumpstart Giles is a new program to support expanding small businesses as well as entrepreneurs with a business idea. Participants will go through a series of workshops to hone their goals and plan, then pitch their business to a panel of judges who will divvy out prizes and accolades! Participation is free but you must register & attend all components of Jumpstart.

Jumpstart Giles is also a network of small business owners, entrepreneurs, and resources. Jumpstart will continue offering networking opportunities, workshops, and support beyond the Pitch Night competition. All are welcome to participate in any beneficial part of Jumpstart to them!

When are your business plans due?

- Three copies of the business plans are **due by March 6, 2020.** They may be dropped off at the Visitors Center at 203 N Main St, Pearisburg, VA. No digital copies will be printed. You can mail your three copies as well, but they must be received by end of business on March 6th. No exceptions. **Three copies should be sealed in envelopes, one copy per envelope. Label or mark the outside with your name/business name.**

Do we have to pitch in front of everyone or can it be confidential?

- All pitch participants will present at Pitch Night to the judges and a facilitator.
- You can bring others to support your presentation.
- You can/if a winner give your pitch to the entire group as announcements are made.
- We will ask if we can record your pitch in judges room for future support of this program. You can decline.

Slides for your pitch.

- While not required a slide presentation is an option. If you use visuals you must email to Cora a day before Pitch Night, by Monday, March 16th. We will have laptop, screen, projector, and AV equipment for your pitch. If you chose to use your own, that is okay. If you need specialty items for your presentation you should plan on bringing that yourself.
- They must be in one of 3 forms: PowerPoint, PDF, or images, numbered in order you want them shown. They will be loaded to computer in Pitch Room and facilitator can help pull up at your time.
- You are welcome to bring copies, print outs, displays to help tell your story on Pitch Night as well.

Do I have to use the Business Plan template and financial templates?

- You do not have to use a business template. You can use any template you choose or make up your own. Just realize you will be judged on the criteria listed on the scoresheet.
- You do not have to use the financial statement templates either, but they are a helpful tool. Some financial analysis and statements are required per the scorecard.

What happens on Pitch Night?

- Each Jumpstart Participant should arrive 30 minutes prior to their scheduled pitch time. There will be a prep room that you can practice, rest, etc.
- You will be called in by the facilitator (a member of the Leadership Team) when it is your time to set up.
- You will have a max. of 10 minutes (you can use less) to pitch your business. Remember the judges have already seen your business plan.
- The judges have the opportunity to ask a few questions.
- The facilitator will say when time is up.
- We will be having a party and social time at the same venue.
- Announcements will be made after the final pitch and scores are tabulated by members of the Leadership Team.

What Does “Economic Fit for Giles and Surround Area” Mean? (As identified on Business Plan Scorecard)

- It does NOT mean that your products or services would only be sold in this area.
- It means that you have demonstrated that you believe there are assets (tangible and/or intangible) in Giles and surrounding area that make this a good location for your business.

To learn more and sign up to receive updates please call Cora Gnegy, Tourism Marketing Director at 540-921- 2079 or send an email request to tourism@gilescounty.org.