Main Street Presents: Getting Started

SPEAKERS
Jillian Copeland
Sharon Cichy

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Meet the Entrepreneurs

Jillian and Scott

Sharon and Greg
HOW AN IDEA BECOMES A BUSINESS

"Necessity is the Mother of Invention"

• Often this is the start to a business; someone is filling a need, a void of what is needed. Ex. Trader Joes

• Sometimes a business is born by making things better, improving upon a product or providing a needed service. Ex. iPhone

• Sometimes a business is started with a novel idea, something people will want and need in the future. Ex. Uber

• Sometimes people start a business because they have a skillset, want to share it with the world and want to work for themselves. Ex. A Seamstress who works from home
"Perhaps You Have a Great Idea - Yay!"

- Ask yourself: Is it viable?
- What will the start up costs be?
- Could it be profitable?
- Is it needed or wanted?

- If your answers are YES, then it is time to ask others to see if they agree.
Do YOUR Market Research

“What is Market Research?”

• Use research tools to reveal information about a market, product, or service.
• Market studies and methodologies to capture meaningful and insightful data.

“How Do You Get Started?”

• Talk to friends and family
• Surveys
• Focus Groups
• SEO Searches (Search Engine Optimization)
Main Street’s Start-

A Behind The Scenes Peek!

- Research, research, research!
  - Interviews
  - Visits
  - Building a community

- No more basements!

- Shifting mission and mindset!

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A Behind The Scenes Peek!

• Wanted to start a business!
  ○ Analyzed skills and passions
  ○ Market research for options
  ○ Interviewed multiple professionals

• Researched HOW to start a business
  ○ Talked to MANY friends, family & references to know where to begin. Sought Mentors!

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Lessons Learned...

Sharon Cichy

• Be fearless and humble
• Be creative and willing to make mistakes and learn from them
• Be consistent, honest and build bridges—reputation is everything

Jillian Copeland

• 3x is a charm
• Flexibility and PIVOT
• Innovative Thinking
• STILL LEARNING!
Time to Talk

Break Out Sessions-
Q & A

Thank you!