

# **2019 - 2020 IMPACT REPORT**

**LAUNCH  
GROW  
ACCELERATE**



**CENTER FOR  
CREATIVE ECONOMY**



# A NOTE FROM OUR FOUNDING EXECUTIVE DIRECTOR

Dear Friends,

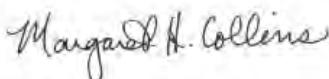
What an amazing year that the Center for Creative Economy has had! With the generous support of our sponsors and mentors, we launched the **Velocity Creative Accelerator** and the first **Kinetic Boot Camp** for creatives. Achieving these milestones reinforces CCE's leadership role in the entrepreneurial ecosystems of Winston-Salem, the Triad, and North Carolina.

CCE's programs provide value and meaning for our creative entrepreneurs that are difficult to find elsewhere. They graduate with a knowledge base and sense of purpose that, when coupled with persistence, is unstoppable. To assist an entrepreneur in developing and launching a business is an incredibly rewarding opportunity. Our mentors, faculty, and staff are privileged to experience this each month.

We encourage our entrepreneurs to search for marketable ideas. In times of disruption problems emerge that need innovative approaches, and that is where creatives flourish. CCE's programs are now more vital than ever. We provide the customized training and support that inspires our participants to have laser focus and dedication.

We look forward to continuing this work in collaboration with our mentors and sponsors. The COVID-19 crisis has empowered CCE to be bold, strong, and power up to the next level. Let's be strong together!

Warmest wishes,



Margaret H. Collins

# OUR VALUE

CCE provides value through our customized education, training, and networking designed for high-impact on the creative entrepreneurs and businesses we serve.



## Community

We have built a community of creatives that support each other



## Resources

We provide the tools creatives need to build a business



## Mentors

We connect program participants to customized mentoring



## Opportunities

We introduce creatives to information and people needed for success



## Instruction

Business. We teach creatives how to own it

# OUR MISSION OUR VISION

Since 2011, the Center for Creative Economy has created and launched programs which address the lack of inception stage business training available for creatives. Learning the key skills at the beginning of a creative founder's journey is vital for the successful launch and growth of a company.

We educate and provide customized mentoring to fulfill our mission to **launch, grow and accelerate** creative entrepreneurs and businesses.

CCE's vision is to be a premier economic development organization that is building the creative economy and creative community in Winston-Salem, North Carolina, and the Southeast region.

## OUR CREATIVE FOCUS

Highlights of the creative industries we serve include:

Advertising	Digital Design	Planning/Design
Art & Health	Digital Health	Product Design
Animation	(creative industries)	Publishing
Animatronics	Education Tech	Software (creative industries)
Apps (creative industries)	Fashion	Studio & Fine Arts
Architecture	Film	3D Printing (creative industries)
Augmented & Virtual Reality	Graphic Design	Toys & Games
Crafts & Artisan	Industrial Design	TV & Radio
Creative Health Tech	Museum Tech	Video Games
Creative Sector R&D	Music	
Culinary	Performing Arts	
	Photography	

**24**  
modules

**9**  
weeks

**10**  
creative  
companies

**30+**  
mentors



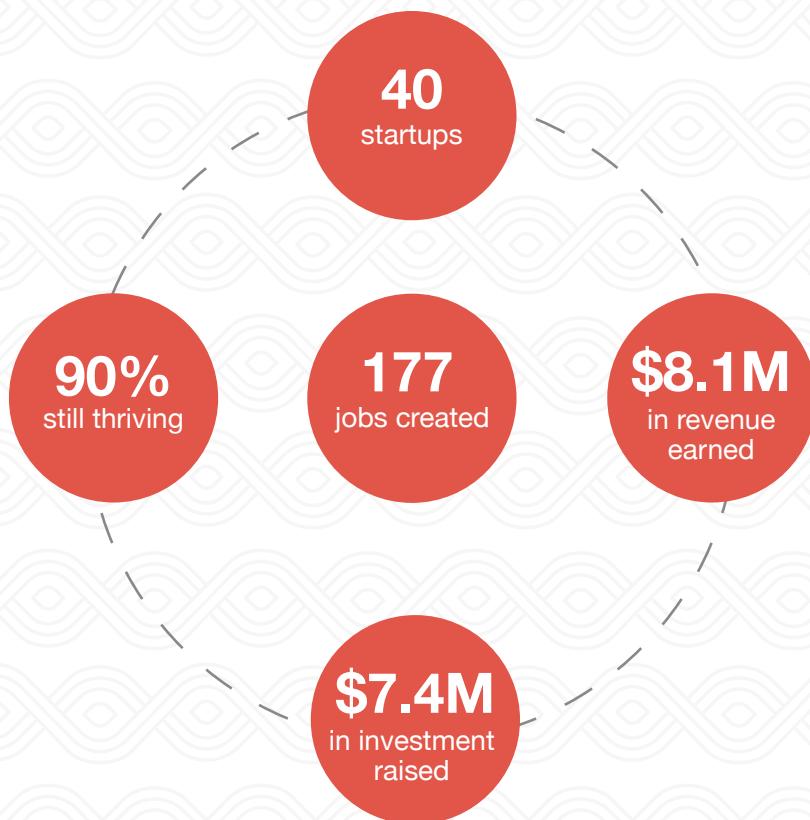
**VELOCITY**  
powered by CCE



# OUR ACCELERATOR IMPACT

2019 marked the inaugural cohort for the Velocity Creative Accelerator. CCE has hosted an accelerator since 2016, but we launched our own rebranded program and curriculum in 2019.

Velocity is a customized accelerator delivered online and in person for creatives who are in inception stage, building traction, ready to grow, or are in need of a reboot. Velocity focuses creatives to get smart about their businesses so they emerge strong, bold, and ready to power up.



# ABOUT OUR CREATIVE FOUNDERS

**64%**

Female founded

**36%**

Minority founded

**64%**

between ages 25 and 34

## Velocity Key Learning Objectives

The Velocity curriculum is delivered by founders, guest faculty, and mentors and built around four themes: **Think, Create, Tell, and Run.**

- Research and analyze the market, competition, and creative industry
- Deepen customer discovery and refine target market
- Focus and refine startups business model
- Learn to develop and prepare financial forecasts and budgets
- Construct a marketing, operation, and launch plan
- Develop a pitch for seed-stage funding from investors

## Cohort Knowledge and Skills Growth

Connections to strategic partners and peer startup groups



Concept of go-to market strategy and business model



Concept of customer development methods



Building an effective sales process



Strategy for growth capital targeting



# 2019 VELOCITY COHORT

## **AstraHive** / Winston-Salem, NC

A cloud-based dashboard that aggregates data from third-party applications into an easy-to-use platform that allows crafty creators to manage key statistics about their businesses.

## **Audiciones Latinas** / Mexico City, Mexico

A professional web-based service for music and entertainment artists where users can cast and contact the artists they need.

## **Bloom Collective** / Winston-Salem, NC

Promotes economic opportunity through environmentally and culturally sustainable microbusinesses, including crafting, gardening/farming and catering services.

## **Elevate Insoles** / Winston-Salem, NC

Helps people stay healthy and active by using software, data & 3D-printing to provide hyper-customized, gait-corrective insoles that fit you and your shoes.

## **The GINA Project** / Columbia, MO

GINA is your self-care companion that learns how you cope with stress and offers useful recommendations to manage it better; wherever, whenever.

## **iScribble** / Raleigh, NC

An online service that enhances the artistic community by providing a universal drawing software where artists can collaborate with one another in real time.

## **Live Furnish** / New Delhi, India

A photography automation platform for the home textiles and furnishing industries.

## **Momtography** / Lovettsville, VA

A community for families looking to unlock their creative potential and find connection and confidence from behind the lens of a camera.

## **Nexus** / San Francisco, CA

Offers classes to improve your physical, mental, and emotional health via an all-in-one membership program.

## **Tokyn** / Winston-Salem, NC

Helps board game enthusiasts to play more frequently by connecting them in real-time, with game-specific events.



**8**  
meetups



**320**  
attendees



**10**  
speakers



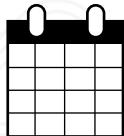
**2**  
socials

# BUILDING A CREATIVE COMMUNITY

Momentum, formerly known as Swerve, is a game-changer for connecting creative entrepreneurs.

Momentum brings together creative entrepreneurs at all stages of their journey to break down creative silos, connect, and build an innovative community.

## MONTHLY MEETUPS



Once a month, we gather for lunch, networking, and discussions designed specifically for creative entrepreneurs. Topics include marketing, branding, goal setting, legal, customer discovery, and more.

During COVID-19 restrictions, Momentum has moved to virtual meetups and extended our reach beyond Winston-Salem.

## CREATIVE DIRECTORY



Momentum members build a profile to enhance their web presence. Members can easily be found by creatives seeking collaboration and clients.

## ONLINE INTERACTIVE NETWORK



Momentum members now have the opportunity to network and stay connected through an interactive platform that lives on the Momentum website.

**20**  
modules



**4**  
weeks



**9**  
early-stage  
businesses



**10+**  
mentors



# LAUNCHING EARLY-STAGE BUSINESSES

In early 2020, CCE launched Kinetic, a four week boot camp for individuals in the idea-stage that want to learn the mechanics of creating and running a business.

The first cohort consisted of creatives who are building an inspirational clothing line, a collaborative storytelling platform, an educational learning system for real estate agents, a mobile meditation and art service, and a platform to connect creatives to jobs, resources, and more.

## Kinetic Key Learning Objectives

- Validate creative idea and unique value proposition
- Identify and talk to potential customers
- Define and develop a business model
- Build and use a budget and begin forecasting

## What cohort members say about their experience

"In completing Kinetic, I am more confident in every aspect of my business than I was beforehand. Thank you so much for this opportunity!! I do not and will not take it lightly or for granted."

"Kinetic was like dropping into the safety of a nest as a baby entrepreneur and having all these fabulous mentors bring me morsels of knowledge from many different perspectives. It was safe, fun, engaging, inspiring and empowering. I now have a more well rounded understanding of how to run a business. I'm a fledgling!"

"I can't believe how much useful information, world-class mentorship, and concrete tasks were packed into four weeks. It has given me the framework for going ahead in my business and I am eternally grateful. I look forward to carrying through with the tools provided and sharing my successes."



## THANK YOU TO OUR GENEROUS IN-KIND PARTNERS



# THANK YOU TO OUR GENEROUS SPONSORS AND DONORS

ANGEL



Shuyi Mo  
Infinite Studios  
Singapore



CATALYST



James G. Hanes  
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J.D. & Janie Wilson  
in honor of  
Alan Cox

Rick Leander

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FRIEND

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Bill Knowles

Sandra C. Boyette

Bill Porter

Alyson Francisco

Chris Towery

Stanhope A. Kelly

Alise Raak

Michael T. Fulks II

Emmy Williams

STARTUP

# CELEBRATE CREATIVE ENTREPRENEURS

AT

## VELOCITY DEMO DAY

OCTOBER 1, 2020



“Velocity really helps you pick apart your business business, not only to grow it, but to understand it.”

Mike Schmid, Elevate Insoles  
2019 Velocity Creative Accelerator Alumni

“Velocity is a special way for me to take a lot of broad experience from a banking and CFO career and give that expertise for free to entrepreneurs who are starting their dreams.”

Roberts Bass  
2019 Velocity Creative Accelerator Mentor



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