

# Ashtabula Hustles



## APPLICATION

Entrepreneurs in the Maker realm are being recruited to their launch pad: Main Avenue, Ashtabula, Ohio. We are raising \$100,000 from local investors. Entrepreneurs will pitch their idea to our investors and local professionals. Three to five selected businesses will receive a cash prize. In turn, they will commit to opening their business on Main Avenue and learning the skills to succeed, with our support.

Business Name: \_\_\_\_\_

Owner's Name and Address: \_\_\_\_\_

Phone, Email and website (if applicable): \_\_\_\_\_

What does your business make? \_\_\_\_\_

What needs does your business have? \_\_\_\_\_

How long have you been in business: \_\_\_\_\_

What else should we know about you and your business? \_\_\_\_\_

Please feel free to attach links to social media and submit attachments as part of your application. Applications are open until May 1, 2023. Applications will be reviewed as received. Eligible applicants may begin receiving coaching for pitch day immediately upon application approval. For more information and to apply, email Jamie Baker, Project Consultant: [jbaker@madeonmain.org](mailto:jbaker@madeonmain.org), or applications may be mailed to Jamie Baker, c/o Warren and Young, 134 W 46<sup>th</sup> Street, Ashtabula, OH, 44004

Pitch day will be scheduled in summer of 2023, TBD.

All selected applicants are required to participate in coaching and pitch day.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

<https://madeonmain.org>

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With the shift in retail consumer habits, once surviving Main Streets across the country have been struggling. Since covid, many face abandonment in what was once the workforce center of the town. Meanwhile a revitalization strategy is emerging in planned Maker's Districts. These districts house everything from robotics to ceramics, metal workers to hot sauce producers. As a pilot initiative in Ashtabula, we will attract and support Makers to vacant commercial spaces on Main Avenue. We will market a pitch competition to the network of Makers throughout the country. Winners will receive a pre-vetted location to lease on Main Avenue, with initially discounted rent. Ashtabula Capital Access Program will provide bundled business support resources including mentoring, business coaching, employee attraction strategies, budget analysis and financing. Additionally, the businesses will receive a Business Ambassador assigned to provide technical support in the relocation, opening and initial operations of each Maker's Business.

## **Project Goals:**

- Fuel Ashtabula entrepreneurs to launch, succeed and scale up
- Revitalize Main Avenue
- Promote Ashtabula County

## **What do the winning entrepreneurs receive?**

- Cash prize between \$10,000 to \$40,000
- Business plan development
- Mentoring from successful Ashtabula entrepreneurs
- Pre-negotiated competitive leasing agreements on Main Ave (space dependent)

## **Why locate in Ashtabula on Main?**

- Is it time for your business to scale up? Have you been building the rocket in your garage, basement, or shed? Come to Main Avenue, your launch pad. Co-locate with other Makers and receive bundled services out of our hub, also located on Main Ave. Ashtabula is a Great Lakes community located between Cleveland, Ohio and Erie, PA. Transportation access, affordable rents, high speed fiber optics, and a welcoming community are ready to support business success. Your new neighbors will include the City of Ashtabula Municipal Building, Key Bank, small businesses, and our business support team.

Ashtabula Hustles: Made on Main is a project of New Entrepreneurs Opportunity Fund. Ashtabula Hustles is an independent program, loosely based on Cleveland Hustles and Cleveland Chain Reaction.

For more information, please reach out to Jamie Baker, Project Consultant at [jbaker@madeonmain.org](mailto:jbaker@madeonmain.org).

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