

## **NEIN VENTURE HUB LAUNCH TOOLKIT | LAUNCH DATE: NOVEMBER 16, 2023**

### **OVERVIEW**

We heard you! This past year or so, we've had over 70 meetings in the region as part of the Northeast Indiana Innovation Center (NIIC) listening tour. What bubbled to the top was the need for an online entrepreneurial ecosystem, connecting us all for progress.

**It's here!** We're excited to announce the launch of the **NEIN Venture Hub**, which serves as your virtual entrepreneurial ecosystem.

### **LAUNCH GOALS:**

- To launch the new ecosystem tool across the Northeast Indiana entrepreneurial ecosystem.
- Connect with others to grow our community and collectively advance entrepreneurship.

### **TOOLKIT CONTENTS:**

1. NEIN VENTURE HUB BADGE
2. NEIN VENTURE HUB FONT TREATMENT
3. NEWS RELEASE/ANNOUNCEMENT
4. SOCIAL MEDIA TEMPLATE BUNDLE
5. SOCIAL MEDIA SAMPLE POSTS
6. SAMPLE NEWSLETTER ARTICLE

We encourage you to use these materials to promote your success through the portal, to make your communities aware of NEIN Venture Hub, and to become part of our entrepreneurial ecosystem. Let's leverage our combined resources, knowledge, and expertise to tackle challenges, foster innovation, and maximize our impact.

Stay tuned to NEIN Venture Hub for launch event announcements throughout our region, including:

- onboarding office hours,
- ecosystem meetups.

For entrepreneurial ecosystem success,

The NIIC

1. **NEIN VENTURE HUB BADGE (png and jpg formats)**—use this on your organization’s website and social media.

<https://www.dropbox.com/scl/fo/irvy489e67bd3dqt14i2/h?rlkey=x17a00a764ritv28rng28a57y&dl=0>



2. **NEIN VENTURE HUB FONT TREATMENT (png and jpg formats)**—use on promotional materials.

<https://www.dropbox.com/scl/fo/irvy489e67bd3dqt14i2/h?rlkey=x17a00a764ritv28rng28a57y&dl=0>



3. **NEWS RELEASE ANNOUNCEMENT**—announce yourself!

Let your community know that you’re leading the charge as an early adopter of NEIN Venture Hub.

- a. Add your name and contact information at the bottom of the news release.
- b. Add your organization’s boilerplate to appear above NIIC’s boilerplate (About NIIC) information before distributing it to your local media contacts.
- c. NIIC will distribute the news release to Indiana media and NIIC eNews subscribers and promote it on NIIC’s social media channels (LinkedIn, Facebook, Instagram).
- d. NIIC will post the news release to NIIC.net online newsroom. Feel free to add it to your organization’s website or news feed.

**Full news release follows.**

## Embargoed until Thursday, 8 a.m. on November 16, 2023

### New Online Ecosystem Launches for Northeast Indiana Entrepreneurs—during Global Entrepreneurship Week

**Fort Wayne, November 16, 2023** – Today, Northeast Indiana Innovation Center (NIIC) launched the [NEIN Venture Hub](#) for individuals who need help to start, launch, and grow their businesses. NEIN Venture Hub is a technology-enabled solution that integrates the tools, knowledge, and support entrepreneurs need.

“It is fitting to launch during Global Entrepreneurship Week, which [includes 40,000 activities worldwide](#),” said Mike Fritsch, President and CEO Of NIIC. This year’s theme is *removing barriers and welcoming all*, which dovetails with NIIC’s initiative of Entrepreneurship for ALL.

The pathway for launching NEIN Venture Hub included over 70 meetings as part of a listening tour in Northeast Indiana. “We met with economic development professionals, entrepreneurial support organizations, entrepreneurs, and educators. What bubbled to the top was the need for all support providers to work together to help entrepreneurs. We heard you. This ecosystem will help make that possible.”

About 50 organizations and resource partners currently use NEIN Venture Hub. That number will grow as communities in the region lead launch events. Individuals can leverage collective resources, knowledge, and expertise to tackle challenges, foster innovation, and maximize impact by engaging in this online ecosystem. The platform is **free of charge to individuals**. Register at <https://startup.space/app/hub/niic/>. Partnerships are available for companies who would like a customized sub-hub on NEIN Venture Hub. Contact Rhonda Ladig at [rladig@niic.net](mailto:rladig@niic.net). Contact your local economic development corporation or chamber of commerce to see if your community is part of NEIN Venture Hub.

#### Primary offerings of NEIN Venture Hub include:

1. **Resources**—find specific resources needed through a robust network.
2. **Events**—find information all in one place for events and training happening throughout Indiana.
3. **Knowledge**—access tools, articles, blogs, video training to upskill when needed, 24 hours a day, seven days a week.
4. **Mentorship**—mentors, and mentees connect here.

“We’re bringing NEIN Venture Hub to the region because we believe every person, company, and community has the opportunity to prosper through entrepreneurship. This will help them build wealth and autonomy and improve outcomes for the community,” said Fritsch. “We hope to increase access to long-term entrepreneurial success by coordinating regional supports and efforts.”

#### About the Platform:

The platform used for NEIN Venture Hub is Startup Space, powered by the [Economic Impact Catalyst \(EIC\)](#). “EIC focuses on data-driven insights and solutions drawn from the voices of small businesses and we are honored to welcome NEIN Venture Hub and NIIC to our national network,” said David Ponraj, founder and CEO of Economic Impact Catalyst (EIC). “NIIC shares our belief that entrepreneurship holds

the power to solve some of the most critical problems faced by communities, and we look forward to supporting their growth.”

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### **About Northeast Indiana Innovation Center (NIIC)**

About 23 years ago, [NIIC](#) was created to solve a problem. Aspiring innovators and entrepreneurs needed somewhere to go in Northeast Indiana to incubate their businesses. Visionary leaders imagined a place where innovation and economic development intersect for a COMMUNITY. Entrepreneurs and innovators have launched hundreds of new products and patents, created thousands of jobs, and infused hundreds of millions in grants and capital into our economy.

As a Venture Hub, NIIC pulls down barriers (geographic, racial, socio-economic, and interest-based), working with the regional *Community of Communities* to create an ecosystem of *Entrepreneurship for ALL.*<sup>™</sup> NIIC’s focus is collaboration and maximizing the impact of regional partners.

The International Business Innovation Association ([InBIA](#)) recognized NIIC with the [2020 Dinah Adkins Award and the Entrepreneur Center of the Year: Mixed Use Award](#). NIIC’s WEOC Women’s Business Center (WBC) received top honors from the U.S. SBA as the 2023 Great Lakes Region Business Center of the Year and 2023 AND 2022 Indiana Women’s Business Center of Excellence.

4. **SOCIAL MEDIA TEMPLATE BUNDLE**—plug and play—customize these templates with your information

In Canva (no-charge tool to create marketing materials)

LinkedIn

[https://www.canva.com/design/DAF0Kff0K3Q/uGUj8fj1TB9cjisZ-BGWXA/view?utm\\_content=DAF0Kff0K3Q&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAF0Kff0K3Q/uGUj8fj1TB9cjisZ-BGWXA/view?utm_content=DAF0Kff0K3Q&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

Instagram

[https://www.canva.com/design/DAF0KF6VlfU/L2oyihskYT1bxX4P12eKfQ/view?utm\\_content=DAF0KF6VlfU&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAF0KF6VlfU/L2oyihskYT1bxX4P12eKfQ/view?utm_content=DAF0KF6VlfU&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

Facebook

[https://www.canva.com/design/DAFzzTkdzOM/o0bOyj1yrWzjbZdYf7fuMQ/view?utm\\_content=DAFzzTkdzOM&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAFzzTkdzOM/o0bOyj1yrWzjbZdYf7fuMQ/view?utm_content=DAFzzTkdzOM&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

In Dropbox

<https://www.dropbox.com/scl/fo/irvy489e67bd3dqt14i2/h?rlkey=x17a00a764ritv28rng28a57y&dl=0>

5. **SOCIAL MEDIA SAMPLE POSTS**—use these prompts and slightly modify them or use them as springboards for your customized messaging. Share how you are engaging with the ecosystem and invite others to join.

Please use the hashtag: #NEINVentureHub

Please tag NIIC in your social media posts.

- LinkedIn: @NortheastIndianInnovationCenter
- Instagram: @theNIIC
- Facebook: @NortheastIndianInnovationCenter
- YouTube: @NortheastIndianInnovationCenter

The new NEIN Venture Hub is LIVE! This tech-enabled solution integrates the tools, knowledge, and support that entrepreneurs need. Register today. <https://startupSPACE.app/hub/niic/>

Want to turn your idea into a business? The new NEIN Venture Hub provides resources, a knowledge center, events information, and mentorship needed to help you succeed.

<https://startupSPACE.app/hub/niic/>

Tackle challenges. Foster innovation. Maximize impact. Register today for the new NEIN Venture Hub online entrepreneurial ecosystem tool. <https://startupSPACE.app/hub/niic/>

Ready to forge new connections in Northeast Indiana? The new NEIN Venture Hub is the place. Ask questions, seek advice, mentor, and be mentored. It's all here. Register today.

<https://startupSPACE.app/hub/niic/>

Join NEIN Venture Hub—your entrepreneurial ecosystem for success. Connect with others to grow your network. Learn from a plethora of information in the data center. Check out upcoming events in the region. Mentor or be mentored. It all happens here. <https://startupSPACE.app/hub/niic/>

Looking for resources to grow your business? Check out the resources on NEIN Venture Hub. <https://startupSPACE.app/hub/niic/>

Calling entrepreneurs—ready to upskill for your business? Get tools, articles, blogs, and video training 24/7 on NEIN Venture Hub. <https://startupSPACE.app/hub/niic/>

Bringing NEIN Venture Hub to the Northeast Indiana region for all people, companies, and communities who want to prosper through entrepreneurship. Access the Resource Compass, Events information, Knowledge Center, and Mentorship Program. <https://startupSPACE.app/hub/niic/>

Ready to connect for impact? NEIN Venture Hub pulls together what you need for entrepreneurial success. <https://startupSPACE.app/hub/niic/>

**6. SAMPLE NEWSLETTER ARTICLE**

We're excited to be a part of the new NEIN Venture Hub, connecting us with others in the entrepreneurial space. This will help to innovate and maximize our impact. (If your company is a partner, talk about your customized sub hub and how your community can engage with you on NEIN Venture Hub).

It's a great way to leverage resources, knowledge, and expertise to tackle challenges and foster innovation. Although we recently started using the tool, so far, it's helped us to (provide two or three sentences about how you are using it).

We envision using this as (insert sentence about how you see yourself using this in the next few months).

Join us for entrepreneurial ecosystem success! Sign up at <https://startupSPACE.app/hub/niic/> .

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**Questions?** Contact Tammy Allen, Sr. Director | Marketing & Communications, NIIC, [tallen@niic.net](mailto:tallen@niic.net) .

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