



## From idea to launch

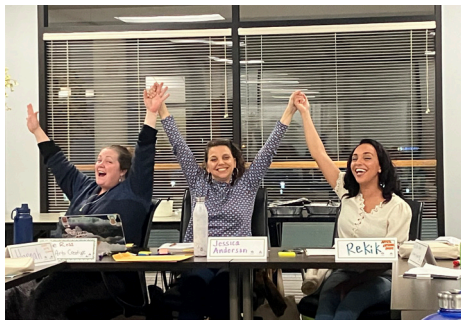


CEO Start guides Hennepin County entrepreneurs through testing, validating, and researching their ideas so they can build a viable business.

Over 11 weeks, develop your great idea with a group of peers and business experts so you can chart a path forward with less risk and more confidence.

CEO Start is part of the Elevate Hennepin CEO Growth Series. It's built on the CO.STARTERS curriculum that has served more than 24,000 entrepreneurs across the country.





# In CEO Start

## Explore

Explore your business idea and test your assumptions with a group of 10 to 15 peers and small-business experts.

## Develop

Ensure your business idea is sound by identifying issues with professional guidance and interviews with potential customers.

## Validate

Leave CEO Start with a framework for a viable business and confidence to take the next step forward.

## About CEO Start

CEO Start is powered by investment from Hennepin County with support from host cities. This group-learning opportunity is part of Elevate Hennepin, an essential platform that provides access to customized, professional resources that support business owners in every stage of development. By investing in business owners, Hennepin County is building a foundation to create a more inclusive and thriving economy that strengthens communities.

CEO Start is built on the CO.STARTERS curriculum, a tool from the Finsync Entrepreneur Ecosystem and a nationally recognized approach to community-based economic development. Today, the CO.STARTERS network consists of thousands of success stories around the world.

Elevate Hennepin users are not required to disclose their immigration status to access support.

Learn more and apply today at [bit.ly/CEOStart](https://bit.ly/CEOStart)

