



JOIN US FOR AN INFORMATIONAL MEETING

December 13th @ 9am

The Growth Factory. 4465 Granite Dr. Rocklin

RSVP: Megan@growthfactory.us

The Growth Factory is excited to kick off **Build Up Rocklin**, a new program in partnership with the City of Rocklin to support innovation, growth and sustainability within established businesses. The program includes a 6-month cohort-based program focused on four components.

BUSINESS INNOVATION

Participants will engage in a series of workshops that cover ideation, customer discovery, business model design & testing with the goal of proactively identifying new product or service offerings that deepen or expand the existing customer base and diversify revenue streams. Includes grant money to support testing ideas.

FINANCIAL ROADMAP

Working with our extended community of experts, we will help business owners assess their company's current financial health and develop a strategic plan with sustainability, resilience and growth in mind.

LEADERSHIP DEVELOPMENT

Being an entrepreneur or business owner is often a lonely journey. We believe that entrepreneurs helping entrepreneurs is a powerful antidote to this problem so we have designed a facilitated monthly peer group that provides a forum for shared learning, accountability, and issues processing.

BUSINESS SHOWCASE

We will conclude with a showcase event open to the public to promote new products or services developed.

Eligible companies must :

- Be located in Rocklin
- Have been established before January, 2020
- Be able to demonstrate negative impacts of the pandemic on their business

