

Entrepreneur in Residence
City of Lakewood, Ohio
Request for Proposals
Submit by Noon, Friday January 19th

In partnership with the Lakewood Chamber of Commerce, Pillars of Lakewood and Lakewood Alive, the City of Lakewood is seeking an Entrepreneur in Residence (EIR) to guide and coordinate the StartUp Lakewood Program. The EIR will assist Lakewood entrepreneurs in business creation, maintenance and expansion. The EIR's goal is to compliment Lakewood's efforts to create a culture of entrepreneurship that yields small, growing enterprises in the city and maintain connections to resources that strengthen entrepreneurship.

Core Responsibilities

Generally, the purpose of the EIR is to assist Lakewood residents and businesses in helping to bring ideas to the marketplace. StartUp Lakewood has grown and evolved since its founding in 2010. It is our expectation that the new EIR will make changes and additions to the group's programming. However, there are four key functions which we expect the EIR to focus on:

- 1.) Office Hours:** The EIR will provide counsel, (either personally, or by arrangement with other professionals, as appropriate) on business planning, validation, conducting due diligence and cultivating financial resources. Coordinator will take a mentorship role toward local entrepreneurs and/or connect entrepreneurs with a mentor appropriate for their field. The EIR is expected to work with existing organizations such as WECO, SCORE, SBA, Chamber of Commerce, City of Lakewood, etc. to help facilitate growth for supported entrepreneurs.

- 2.) Ideation Challenge:** StartUp Lakewood conducts an annual business pitch competition known as the Ideation Challenge. The EIR will be responsible for cultivating applications, assembling the prize package, recruiting judges, and executing this event.

- 3.) StartUp U:** StartUp Lakewood hosts a speaker series known as "StartUp U." Local or regional entrepreneurs speak on topics relevant to the membership including: marketing for startups, fund raising, idea validation, business planning, etc.

4.) Site Selection: With significant support from the City's Planning Department, the EIR will also facilitate entrepreneurs search for physical space in the City. The EIR and City Staff will provide guidance for site selection, permitting, and the certificate of occupancy process.

Resources and Expectations

StartUp Lakewood's biggest asset is its current membership base and alumni network. In the seven years since its formation, StartUp Lakewood has spun off several successful businesses such as Little Lakewood Pasta Company, Goodkind Coffee, and PlayGrounds.

StartUp Lakewood's contact base includes over 230 subscribers. Monthly events generally draw between 15 and 25 participants, with plenty of room to grow and innovate.

The City of Lakewood provides an annual budget of \$4,800. This funding can be used to reimburse the EIR at an hourly rate for office hours, event planning, and administration of the group.

These funds are flexible and can be used creatively to improve programming, advance outreach, or provide services to local entrepreneurs.

Qualifications

The ideal candidate is a Lakewood resident who has demonstrated success in commercializing ideas and/or operating business. This person would have the time and capacity to execute monthly events and to hold office hours for local entrepreneurs. The ideal candidate has connections within the local and regional entrepreneur community who can be leveraged to serve as mentors, speakers, and experts for the group.

Proposal Requirements:

- A professional resume

In no more than 2 pages, provide the following:

- A narrative description of how your proposal would address StartUp Lakewood's four core functions
- A narrative description of new or innovative ideas for advancing StartUp Lakewood's mission either within or beyond the core functions
- Planned use of funds (hourly rate for EIR reimbursement), other planned expenditures

Please submit proposals to City Planner, Alex Harnocz at Alex.Harnocz@LakewoodOH.net or by mail to Planning Department 12650 Detroit Avenue, Lakewood, Ohio 44107.