What is CO.STARTERS?

CO.STARTERS is a platform to help communities grow local business. This nine-week program equips aspiring entrepreneurs with the insights, relationships, and tools needed to turn business ideas into action. Unlike traditional platforms, CO.STARTERS applies the lean business modeling methods popular among high-growth startups to businesses of all kinds.

How does it work?

Participants enter into a facilitator-led, collaborative process with a small (12-16 people) and supportive group of like-minded peers. Working together, participants identify their assumptions about why and how their businesses will work, and then talk to current and potential customers in order to validate their ideas. This approach enables entrepreneurs to rapidly uncover flaws in their concepts and find viable models more quickly. Participants leave the program with a deeper understanding of how to create a sustainable business, articulate their models, and repeat the process with the next great idea.

Why CO.STARTERS?

CO.STARTERS is easy to understand and engages the full spectrum of adult learning styles. Customer focused, it gives you the practical steps to launch your idea rather than the theoretical concepts. CO.STARTERS believes that everyone in the group has something to offer. Each cohort remains small with 12-16 individuals to encourage a collaborative learning environment.

How much does it cost?

The cost for the nine-week program is $450 plus a materials fee of $125. Each cohort meets once a week, for three hours, for nine weeks.

A History of success

Since its inception in 2008, The Company Lab has honed traditional business training techniques, met with thousands of entrepreneurs, led over 700 people through our microbusiness support program, and helped over 350 successful businesses launch. Success stories and support networks of entrepreneurs create a culture where business ownership becomes attainable for anyone. While former methods proved a good beginning, by applying the knowledge of the high-growth startup methodologies to experience with microbusiness, an even greater opportunity for impact emerged. The biggest barriers to successful launch were in the areas of customer-focused development and starting small. To meet this need, The Company Lab developed CO.STARTERS. It combines the knowledge of small businesses with proven startup methodologies of the high-growth community.

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