

How to get involved

If you are an **entrepreneur** and meet the following criteria, you could be considered for participation in ELS®

1. You must have already started or launched your venture.
2. You must be
 - engaged in entrepreneurship (growing a business) not self-employment
 - or operating a startup venture within an existing company (intrapreneur)
 - or operating a startup venture involving a number of companies
 - or operating a company that is attempting to reinvent its entire business.
3. You must be driven to succeed in your business and highly motivated to utilize the services and investment being made by Advantage Valley to benefit you, fellow entrepreneurs, and your community.
4. You should possess a high level of personal maturity.
5. You must be located in one of these Advantage Valley counties: (WV) Boone, Cabell, Clay, Kanawha, Lincoln, Mason, Putnam, Wayne; (KY) Boyd and Greenup; (OH) Lawrence.

If you meet this criteria or know someone who meets this criteria, please contact our offices at 304.760.0950 to schedule an appointment to discuss next steps.

Staff

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ELS Steering Committee

Chair: David Harrington, *Synergetic Dev. Group*

Vice Chair: Tim McClung, *UC Entrepreneurship Ctr*

Jeri Adkins, *Charleston Area Alliance*

Mick Fosson, *Ashland Area Innovation Center*

Rudy Henley, *Mountaineer Capital*

John Maher, *Chemical Alliance Zone*

Andy Malinoski, *Maple Creative*

Tony Marks, *First Bank of Charleston*

Jim Morgan, *WV House of Delegates 15th District*

Deron Runyon, *Huntington-Ironton Emp Zone*

Ken Smart, *The Fyffe Jones Group*



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Overview



DEVELOPING
ENTREPRENEURIAL TALENT
IN ADVANTAGE VALLEY

304.760.0950

www.advantagevalleyels.com

The Advantage Valley Entrepreneurial League System® is currently being funded by the Claude Worthington Benedum Foundation and the W.K. Kellogg Foundation.

What is ELS?

A new approach to enterprise development with the purpose of effectively, efficiently, and equitably developing entrepreneurial talent and building successful companies on a large-scale and sustainable basis

Vision

To meet and exceed the national average of new businesses created in Advantage Valley

Mission

To transform the Advantage Valley region's economy by creating a supply of highly skilled entrepreneurs capable of building successful companies in *sufficient* numbers to produce both individual and community wealth.



www.advantagevalleyels.com

ELS is based on three fundamental assumptions

1. Entrepreneurs are successful to the extent they have the necessary skills.
2. Entrepreneurs bring different levels of skill to their ventures.
3. Entrepreneurial skills *can* be developed.

Four dimensions of entrepreneurial skills

1. Technical Skills: Ability to perform the key operations of the business
2. Managerial Skills: Ability to organize and efficiently manage the operations
3. Entrepreneurial Skills: Ability to identify market opportunities and create solutions that capture those opportunities
4. Personal Maturity: Self-awareness, accountability, emotional balance, and creativity

Six elements of ELS

1. The Leagues: An intensive coaching system for helping entrepreneurs develop their skills
2. The Service Providers Network: A coordinated system that improves entrepreneurs' ability to quickly and easily get the *right* kind of help at the *right* time and the *right* price.
3. Market Development: An innovative market development service that actively identifies new market opportunities and links them to existing and prospective entrepreneurs
4. Talent Scouts: Recruiting aspiring and talented individuals to become entrepreneurs
5. Stewardship: Guiding the system and customizing to local conditions
6. Performance Monitoring: Focused on learning, adaptation, and improvement

Benefits of ELS

1. For Entrepreneurs: Provides a clear map for success; helps entrepreneurs progress to higher levels of skill and achievement in building their companies; increases probability of success
2. For Service Providers: Increases demand for services; improves utilization; enables services to be delivered more cost effectively by providing qualified, prescreened clients who are willing and eager to capitalize on the assistance they receive to grow their businesses
3. For Policymakers: Identifies entrepreneurial needs and gaps in services; provides actionable knowledge to improve the efficiency and effectiveness of the system so the performance of the whole is greater than the sum of the parts
4. For Communities: Cultivates all kinds of entrepreneurial talent; produces a continuous stream of new companies and business leaders; operates on the scale needed to create wealth and transform the region's economy