

### **Down East Business Alliance (DBA) is accepting applications for our Incubator Without Walls (IWW) Business Essentials Series**

#### **What is a business incubator?**

A business incubator is typically a building shared by a number of micro-entrepreneurs. The businesses within the incubator often distribute the overhead, benefit from the opportunity to network with other businesses, and draw from each other's customer base. Each business within the incubator is given the opportunity to develop and grow into a self-sustaining entity until it can move beyond the incubator walls into its own storefront.

#### **What is Incubator Without Walls?**

Incubator Without Walls (IWW) is a business project designed for existing or potential micro-businesses located in Washington and Hancock counties.

Participating IWW members do business at their own location, while enjoying the tremendous benefits associated with a traditional business incubator.

**DBA's Incubator Without Walls has provided mentoring, marketing, networking, and small business assistance to almost 400 Washington and Hancock county micro-entrepreneurs.**

### **What tools does IWW provide to business owners?**

- ◆ Assistance building a viable business plan
- ◆ Opportunities to network, mentor, and develop powerful business relationships with other entrepreneurs
- ◆ Access to local, state, and federal resources
- ◆ Business management training
- ◆ Financing and cash flow training
- ◆ Marketing and advertising assistance
- ◆ Regional training programs
- ◆ Financial and loan packaging assistance

### **What can IWW do for my business?**

As an IWW member you'll learn how to:

- ◆ Improve your management skills and business knowledge
- ◆ Gain new customers through careful marketing analysis
- ◆ Identify new markets and opportunities
- ◆ Increase sales and reduce your expenses, thus increasing profits
- ◆ Hire and retain quality employees
- ◆ Open pathways to local, state, and federal small business resources

## What is expected of me as an IWW member?

- ◆ Willingness to grow your business, including adding employees or creating a job for yourself
- ◆ Attend all IWW meetings
- ◆ Share your expertise and experience by networking with other business owners
- ◆ Meet income guidelines
- ◆ Participate fully in the IWW program

## How do I become an IWW member?

Complete an application and provide a brief business outline for your existing or proposed business. If you do not have a business plan, you may complete the business plan worksheet that accompanies the application. Your local Small Business Coordinator is available for assistance.

## How much does this class series cost?

Tuition is free but you must apply and pre-register.

## Where can I find out more and get an application for IWW membership?

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You can download an IWW membership application,  
fact sheet and business planning worksheet from  
our website:

<http://www.downeastbiz.org>



Supporting Maine's Small Businesses