



BIRMINGHAM

DEON GORDON

DIR. OF BUSINESS GROWTH

DEON@REVBIRMINGHAM.ORG



REV

BIRMINGHAM

LYRIC

HELD OVER 2 WEEKS
LUCKY DOONEY
ASTOR

BIRMINGHAM

LAWRENCE

ALABAMA

JOHN WAYNE
EON MARTIN
RICKY NELSON

Roberta's

Harris
HAT
SHOP



THE MISSION

HOW DOES REV BIRMINGHAM CREATE IMPACT



CREATE VIBRANT
COMMERCIAL
DISTRICTS



FILLING VACANT
SPACES



GROWING
SUSTAINABLE
BUSINESS

IMPACT FUNCTIONS

HOW DOES REV BIRMINGHAM CREATE IMPACT



COMMUNITY
REVITALIZATION



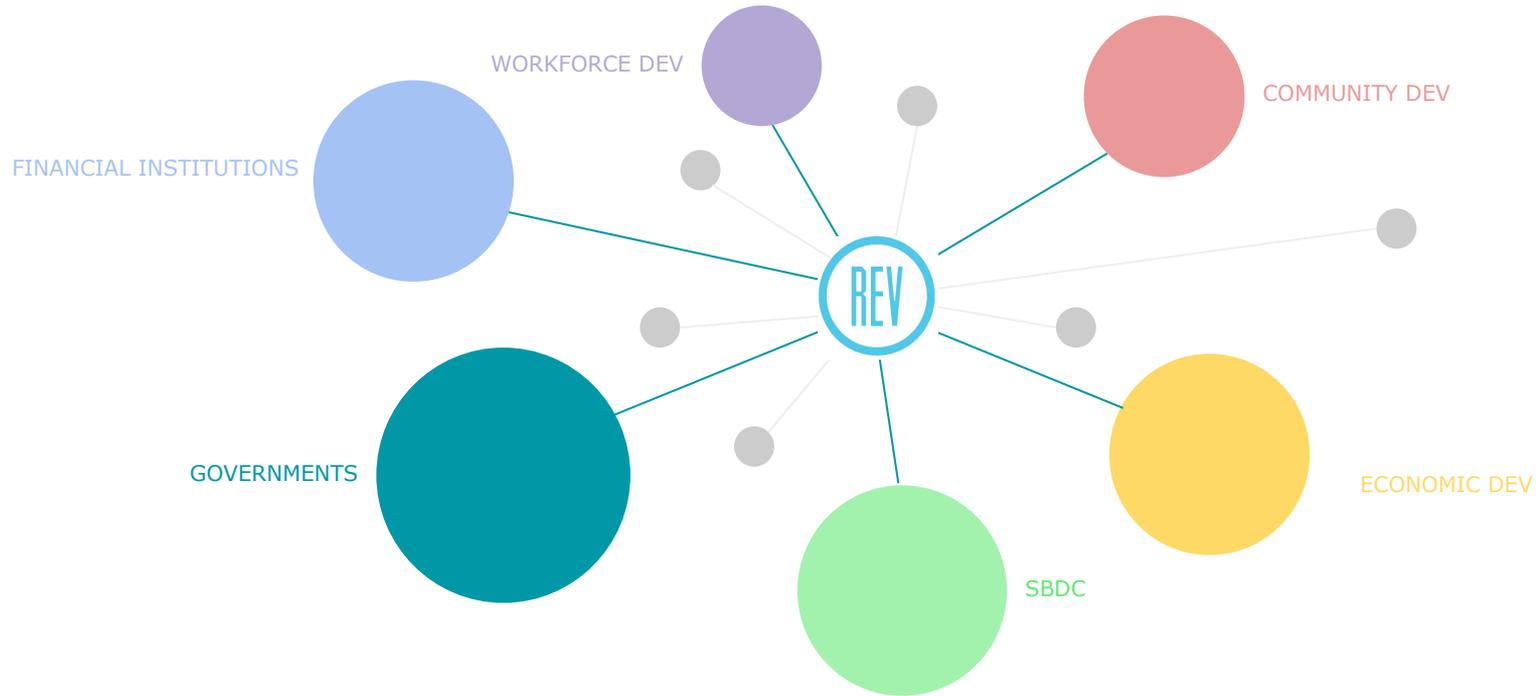
CATALYTIC
DEVELOPMENT



BUSINESS
GROWTH

IMPACT THROUGH PARTNERSHIP

HELPING TO CONNECT THE DOTS FOR OUR LOCAL STARTERS



CITY, COUNTY, AND STATE GOVERNMENTS • SMALL BUSINESS DEVELOPMENT CENTERS • ECONOMIC DEVELOPMENT AGENCIES • COMMUNITY DEVELOPMENT ORGANIZATIONS
FINANCIAL INSTITUTIONS, MICROLENDERS, AND CDFIS • WORKFORCE DEVELOPMENT ORGANIZATIONS (AGENCIES, UNIVERSITIES, AND COMMUNITY COLLEGES)





PURPOSE
BUILT
COMMUNITIES

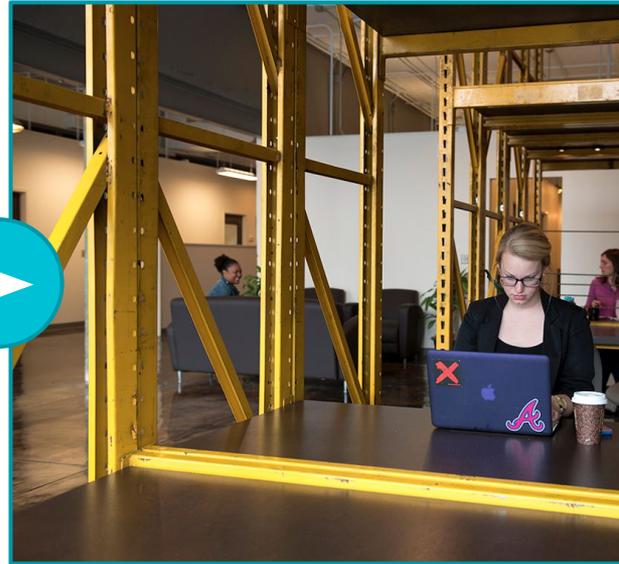


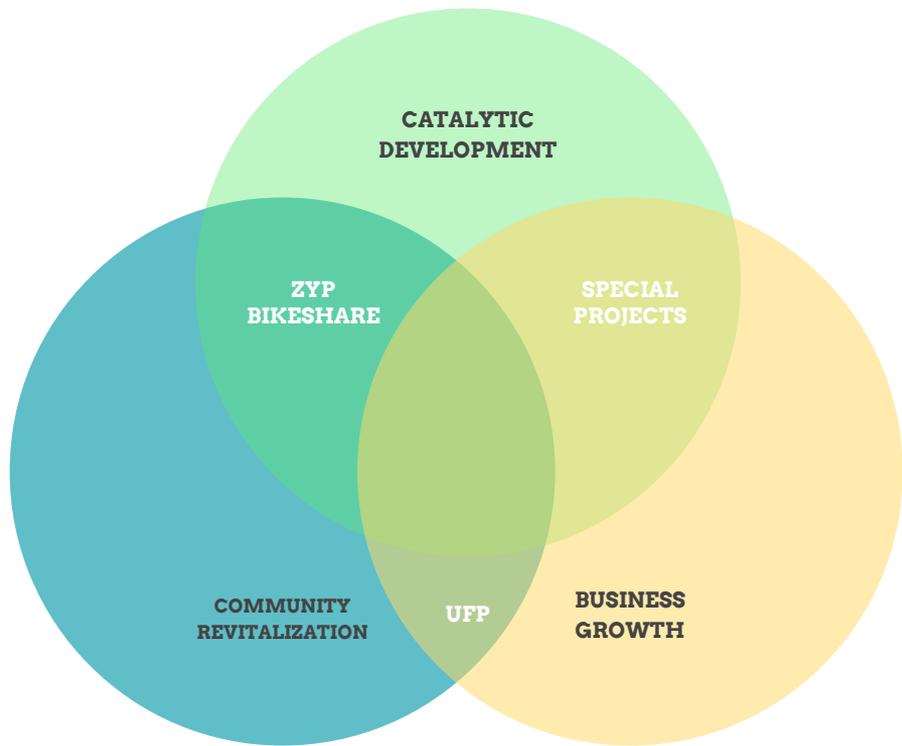
WOODLAWN



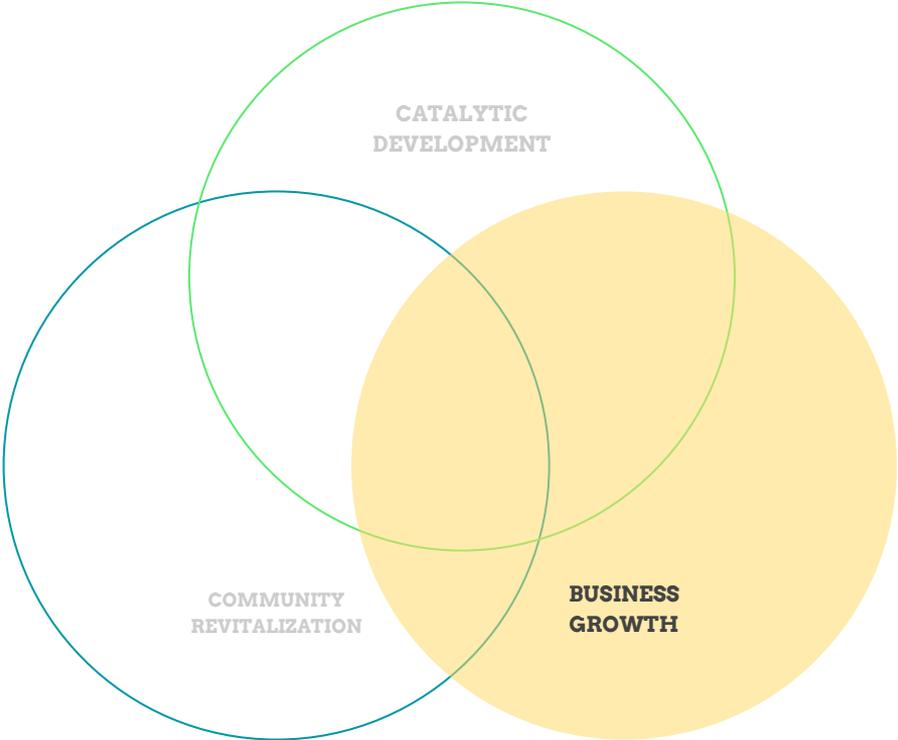
BIRMINGHAM







BUSINESS GROWTH



THE HOW

INNOVATION: USING THE LEAN STARTUP APPROACH FOR BRICK AND MORTAR BUSINESSES



CUSTOMER

WHO DO YOU SERVE?



PROBLEM

WHAT IS THE PROBLEM YOUR CUSTOMER HAS?



SOLUTION

WHAT DO YOU OFFER YOUR CUSTOMER?
WHAT DOES YOUR CUSTOMER GET?



MESSAGE

WHAT IS YOUR STORY?
HOW DOES YOUR CUSTOMER HEAR IT?



REVENUE

HOW DO YOU MAKE MONEY FROM
YOUR CUSTOMER?



ALTERNATIVES

HOW IS YOUR CUSTOMER
CURRENTLY SOLVING THE PROBLEM?
WHAT ARE THE ALTERNATIVE SOLUTIONS TO THE
PROBLEM? WHAT'S THE COMPETITOR?



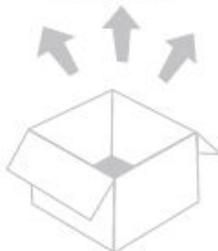
BENEFIT

WHY DOES YOUR CUSTOMER WANT YOUR PRODUCT OR
SERVICE? HOW DO YOU SOLVE THE PROBLEM?



DISTRIBUTION

HOW DOES YOUR PRODUCT OR SERVICE
GET TO YOUR CUSTOMER?



ADVANTAGE

WHAT GIVES YOU THE EDGE OVER THE ALTERNATIVES?
WHY ARE YOU THE BEST PERSON TO DO THIS?



NAME _____

CO.STARTERS
CANVAS

STARTUP NEEDS

WHAT ARE YOUR ONE-TIME NEEDS TO GET STARTED (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?



COMING
SOON



COSTS

WHAT ONGOING NEEDS ARE ESSENTIAL TO KEEP YOU GOING (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?

NOW
OPEN



STARTUP

- ① grab a snack/beer/etc. from the kitchen, if you like
- ② grab a seat
- ③ put your name on the nametag with back of your hand
- ④ interview your neighbor that biz idea - use the prompts on p...

@ costartars
GRAB A T-SHIRT IN THE KITCHEN!





STARTUP **1.0** ESSENTIALS



CO.STARTERS™



BY THE NUMBERS

12

TOTAL CLASSES SINCE SEPTEMBER 2015

100 +

ACTIVE PROGRAM GRADUATES

50 %

WOMEN AND MINORITY PARTICIPANTS

the **BIG PITCH**

presented by |  **PNC**



KINETIQ
MOVEMENT

BHM
PROFESSIONAL

PARTY



KITCHEN



ONE WAY

2nd Ave N

5th St N

THE PIZITZ BUILDING
NOW LEASING
BAYER
205.929.3111



ONE WAY

2nd Ave N

19th St N

IDEAL



The Entrepreneur Office

State Farm

PARKER

REVOLUTIONARY PRICE

WARBY
DOING GOOD IN THE WORLD

Tropicalaleo

REVEAL KITCHEN

Trompschee



Eugene's
HOT
CHICKEN





Laced
Boutique *up*





CYCLO

VIETNAMESE EATERY



BIRMINGHAM

DEON GORDON

DIR. OF BUSINESS GROWTH

DEON@REVBIRMINGHAM.ORG