

# SlingShot – Capital Region: Supporting Entrepreneurship and Small Business

**SlingShot will strengthen the ecosystem of resources for entrepreneurs, small businesses, and start-up companies, in order to help them grow jobs, and will increase income mobility in the Capital Region.**

## What is SlingShot?

SlingShot is an initiative of the California Workforce Development Board (CWDB) to encourage and support regional partnerships across the state to engage in new collective actions that can “move the needle” on workforce challenges.

After an extensive planning and review process, SlingShot implementation began in August 2016, and has created an innovation fund of \$750,000 to provide grant and contract funding to organizations supporting the ecosystem for entrepreneurs, start-ups, and small businesses.

## How were the innovation funds distributed?

The \$750,000 innovation fund addresses three priorities-- business mentorships, maker space/incubators, and a web-based e-resource database. A total of 17 proposals were evaluated by an evaluation team made up of employers, content experts, and local WDB leaders. The evaluation team ensured the investments were distributed across the 9-county region and represented several industries.

## Business Mentorship Award Winners

Applicant	Workforce Development Area	Amount Requested	# to be served	Cost per Customer	Funding Recommendation
Sac Metro Chamber (SBDC)	Capital Region	\$147,170	1,000	\$147	\$125,000
California Capital	Sacramento	\$100,000	100	\$1,000	100,000
<b>TOTAL</b>					<b>\$225,000</b>

Sacramento Metro Chamber SBDC will educate entrepreneurs and provide them with the resources they need to start or grow their business, resulting in job growth and economic prosperity for our region. The SBDC has a proven model and a track record of business mentorship through consulting and coaching in 1) business creation, 2) how to develop a path to success, 3) how to accelerate the growth of a business, and 4) how to avoid failure. SBDC will mentor 1,000 entrepreneurs on how to accelerate their business growth and track economic metrics.

California Capital whose Small Business Mentorship program focuses on traditionally underserved and underperforming communities, mainly targeting minorities, women, and veteran-owned small businesses and entrepreneurs. Conduct 4 industry-specific Mentorship Matchmaking events. Small business owners and entrepreneurs will be paired with a more experienced and successful business-owners or CEOs. In addition, California Capital will leverage small business development services to connect mentorship clients with technical assistance, training, and counseling.

**Geographic Scope**

Alpine, Colusa, El Dorado, Glenn,  
Placer, Sacramento, Sutter, Yolo,  
Yuba counties

**Project SlingShot Partners**











Connect. Partner. Impact.

**Maker Space/ Incubator Award Winners**

Applicant	Workforce Development Area	Amount Requested	# to be served	Cost per Customer	Funding Recommendation
Hacker Lab	Sacramento/ Golden Sierra	\$147,710	200	\$739	\$125,000
CSUS- University Enterprises	Sacramento	99,998	550	182	82,498
Glenn County	North Central Counties	100,000	20	5,000	100,000
Center for Land Based Learning	Yolo	91,844	20	4,592	91,844
Agtech Innovation Alliance	Yolo	\$94,984	440	\$216	75,658
<b>TOTAL</b>					<b>\$475,000</b>

Hacker Lab will strengthen the network of makerspaces and ecosystem partners within the 9 county-region; develop and pilot a new makerspace model that engages nontraditional and underserved populations as makers and entrepreneurs and accelerate their ability to form new micro-enterprises and achieve financial stability; leverage ecosystem partnerships and resources to serve the region; and document the project as a state and national model for replication (materials and process are open-source and replicable).

CSUS University Enterprises whose Center for Entrepreneurship at Sacramento State will create new a venture incubator service; transform current incubator location into a shared workspace; provide startup support such as marketing research, product/service development, financial literacy training, small business contract training, networking with local entrepreneurial community, etc.; and develop educational platforms open to students and the public.

Glenn County will expand and enhance services available through the current Business Services office and provide Glenn County residents with a fully equipped maker space/incubator for entrepreneurs as part of its business success and support center.

Center for Land Based Learning will expand and grow the California Farm Academy (CFA) farm business incubator program. The program provides support services and physical resources to establish farm startups in a low-risk environment. CFA will help farmers access and serve larger and/or better paying markets, achieve profitability sooner, and provide farmer network support. Training workshops and courses are also built into the program.

Agtech Innovation Alliance will fully outfit the Woodland based agtech incubator with appropriate office equipment; assist 20 new agtech start-ups with direct connection to 20 regional farms for design and testing of their agtech innovations; graduate at least four start-ups in one year, grown and stabilized at the AIA AgStart program; convene four quarterly group meetings for farmers and agtech entrepreneurs, design and implement four “business basics” education modules for start-up companies; create one large Agtech Showcase event promoting the program; and cultivate a professional mentorship network of 30 individuals who are available and willing to offer up to 10 hours of one-on-one mentorship over a 12-month period.

**E-Resource Database Award Winner**

Applicant	Workforce Development Area	Amount Requested	# to be served	Cost per Customer	Funding Recommendation
Sacramento.io Joint Venture	Capital Region	\$50,000-\$75,000	N/A	N/A	\$50,000
<b>TOTAL</b>					<b>\$50,000</b>

The Sacramento.io Joint Venture will create, host, maintain, and promote a database and web application that will serve as a searchable resource tool for business startups and entrepreneurs throughout the Capital Region. The three partnering entities are I/O Labs Foundation, Code for Sacramento, and Fullstack Labs.

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