

# READY TO START SOMETHING NEW? LAUNCH1000 IS FOR YOU!

Launch1000 is open to any Westchester County resident who has an idea for launching a new income stream OR wants to pivot an existing business or nonprofit venture.



## Launch1000

POWERED BY

HOW TO **START** SOMETHING<sup>®</sup>

### HERE'S HOW IT WORKS:

- ✓ Join an action-based accelerator with a step-by-step framework to test, validate, de-risk, and/or launch your venture
- ✓ Participate in live workshops each week
- ✓ Tap into weekly office hours with coaches
- ✓ Receive feedback from experienced entrepreneurs during every step of your journey
- ✓ Expand your network and gain support from a vibrant community of hundreds of early-stage entrepreneurs

Launch1000 is offered in English and Spanish at NO COST to Westchester County residents who are looking to get an idea off the ground and start something new. All it takes is 7-10 hours per week over the next 6-10 months to turn your idea into a working business or nonprofit.



**GET STARTED**



[bit.ly/Launch1000WC](https://bit.ly/Launch1000WC)

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# ¿LISTO PARA COMENZAR ALGO NUEVO? ¡LAUNCH1000 ES PARA USTED!

Launch 1000 está abierto a cualquier residente del Condado de Westchester que tenga una idea para obtener una nueva fuente de ingresos así como también para impulsar un nuevo negocio o ya existente o tal vez una empresa sin fines de lucro.



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### ASÍ ES COMO FUNCIONA:

- ✓ Únase a un acelerador basado en la acción que lo ayuda paso a paso para probar, validar, eliminar el riesgo y/o lanzar su empresa
- ✓ Participar en talleres en vivo cada semana.
- ✓ Aproveche las horas de oficina semanales con los entrenadores
- ✓ Reciba comentarios de Emprendedores con bastante experiencia en cada paso de sus entrenamientos
- ✓ Amplíe su red y obtenga apoyo de una comunidad vibrante de cientos de emprendedores en etapa inicial



Launch 1000 se ofrece en inglés y español SIN COSTO para los residentes del condado de Westchester que estén buscando lanzar una idea y comenzar algo nuevo.

Todo lo que se necesita es de 7 a 10 horas a la semana por los próximos 6 a 10 meses para convertir su idea en un negocio en funcionamiento o una organización sin fines de lucro.

**EMPIECE HOY**



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**Media Contact:**

Danielle Cyr  
Co-Communications  
[dcyr@cocommunications.com](mailto:dcyr@cocommunications.com)  
914.666.0066

**Westchester County Office of Economic Development Accepting Applications for 2023  
Launch1000 Program Starting in Mid-January**

*Innovative Program that helps County residents create home-based income streams and launch entrepreneurial ventures has already helped start 367 new businesses and nonprofits*

**White Plains, New York (January 10, 2023)** – The Westchester County Office of Economic Development today announced that Launch1000, an innovative, fully remote, self-paced program designed to turn concepts and ideas into business plans and startups, will begin accepting applications for its next cohort in mid-January. Westchester County residents who are interested in participating in this year's program are encouraged to join the list to be notified when the application period opens by visiting <https://start.howtostartsomething.com/launch1000/> today.

Westchester County Executive George Latimer said: "Launch1000 has become a vital resource for Westchester County residents who are looking to start a new business or nonprofit. In addition to first-class education and skill-building, it welcomes participants into a diverse community of individuals who become collaborators, strategic partners, referral sources and a strong support system for one another."

Born out of a global pandemic, Launch1000 offers Westchester County residents the opportunity to gain critical business knowledge, connect with mentors and help their idea gain traction. Since its inception, Launch1000 has supported the start of 367 new businesses and nonprofits. The program is led by entrepreneurial expert Pam Hoelzle, who has coached tens of thousands of early-stage entrepreneurs. Launch1000 requires a commitment of 7 to 10 hours per week and is designed for individuals who can commit to steadily working on their idea for the next 6 to 10 months, beginning in March.

A recent economic analysis of the Launch1000 program, conducted by Camoin Associates, found that graduates from the 2022 program alone will create 296 jobs and create \$16 million in earnings. Every dollar the County invested in the program in 2022 should generate a return of over \$15.00.

Westchester County Director of Economic Development Bridget Gibbons said: "The Launch1000 program is an investment in helping residents to develop sustainable businesses and nonprofits. By providing a step-by-step roadmap for turning their concept into a new venture – and de-risking it – we are able to give residents who have aspired to start their own business an opportunity they may not have otherwise had to create a new revenue stream."

Westchester County Director of Entrepreneurship and Innovation Deborah Novick said: "The Launch1000 program is proof that all it takes is an idea to start down the path to becoming your own boss and launching a new venture. To date, we have welcomed 367 new businesses and nonprofits into Westchester County with the support of this innovative program. Many of these ventures are already generating revenue and contributing to the economic fabric of their community."

Whether an individual is in the infancy of exploring an idea, hopes to create an avenue for working from home, aspires to create a business to support and improve their local community, or already has a

concrete business concept, Launch1000 provides the tools to test ideas and move forward. It is also designed to support existing entrepreneurs who are looking to pivot an existing venture. As participants move through the phases of the program, they receive feedback and coaching from experienced entrepreneurs, as well as introductions to relevant organizations and individuals within the Westchester business community. The program is flexible and can be tailored around a participant's schedule and desired work pace. It is open to residents anywhere in the County. To ensure that a lack of technology does not prevent anyone from applying to the program, the Westchester County Office of Economic Development will provide laptops to residents who need them.

To be notified when Launch1000 applications open in mid-January, visit:  
<https://start.howtostartsomething.com/launch1000/>.

Organizations who would like to host an info-session (virtual or in-person) about the program and individuals who are interested in supporting Launch1000 by mentoring participants or otherwise sharing their expertise should contact Deborah Novick at 914-995-2998.

In addition to Launch1000, the Westchester County Office of Economic Development offers a suite of programs and resources to support businesses and entrepreneurs including: Westchester County Biosciences Accelerator, Element 46 Tech Accelerator and other programs.

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**The Westchester County Office of Economic Development** works to improve the County's economic well-being and quality of life. This includes a broad range of activities to attract, create and retain jobs, and to foster a resilient, pro-growth and inclusive economy. For information, visit <https://westchestercatalyst.com/>.

