

Artist+Entrepreneur Program

(draft - 9/6/2010)

Overview

Through a collaboration between the City of Lakewood, COSE, Launch House, and Virginia Marti College of Art and Design (VMCAD), a one-of-a-kind incubator program will offer VMCAD students and alumni the opportunity to launch their own businesses in the City of Lakewood. As a result, the emergence of the Artist+Entrepreneur District in East Lakewood will take place, populated by collaborative work spaces, design studios, and retail venues.



Artist+Entrepreneur Project Partners

City of Lakewood

- Entrepreneur in Residence (EIR) program will assist entrepreneurs in business creation, maintenance and expansion. The goal of the EIR is to compliment Lakewood's efforts to create a culture of entrepreneurship that yields small, growing enterprises in the city and maintain connections to resources that strengthen entrepreneurship.
- The EIR will assist entrepreneurs and businesses in helping to bring ideas to the marketplace. The EIR will provide counsel on business planning, conducting due
- diligence and cultivating financial resources. Assisted by the EIR's community partners, the EIR will be responsible for identifying and attracting participating entrepreneurs, emphasizing students and second-career professionals.
- EIR will also facilitate entrepreneurs' search for locating space in Lakewood as a permanent location for their business. Lakewood office space and basic office resources will be provided.

COSE Arts Network

- Founded by CPAC and presented by COSE, the AEI is an intensive business course designed for individuals and arts-based business owners. This program covers topics that impact an artist's daily operations from creating a personal brand and marketing, to writing a business plan and accounting.
- 2010 Artist Business and Innovation award winners, both former VMCAD students:
 - Individual Artist - Valerie Mayen, Yellowcake
 - The Young Arts Entrepreneur - Michael Kubinski, C.L.E. Clothing Co.
- COSE will work with VMCAD to Integrate Artists as Entrepreneur Institute (AEI) into Entrepreneurship Course curriculum.

Launch House (formally Goldstein Caldwell & Associates)

- A business-incubator that helps entrepreneurs turn their ideas into profitable startup companies through seed capital investment and mentoring.
- Since 2008 Launch House has invested cash and other resources in 12 portfolio companies and screened more than 200 startups.
- Launch House will supplement VMCAD business courses by assisting in the development of student business plans.
- Launch House will partner with VMCAD to co-develop the The Entrepreneurial Learning Series, on WWJZ/PBS that presents artist+entrepreneur success stories to a high school audience.
- Launch House will open a pod in Lakewood where student-entrepreneurs will have the opportunity to collaborate with Launch House mentors.

Virginia Marti College of Art and Design

- VMCAD will develop a comprehensive artist+entrepreneur training program in collaboration with COSE Artist Network and Launch House.
- VMCAD will develop and manage the VMCAD Student Design Agency which will support start-up businesses by developing branding/logo design, websites, collateral materials.
- VMCAD Alumni Association will provide mentorship and resources to student designers working at the Agency.