

PRESS RELEASE

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The Application Window for ScaleUp 2021 is Now Open

In preparation for its 10th cohort, ScaleUp is taking applications to find 15 businesses for the Spring accelerator

ASHEVILLE, NC—Mountain BizWorks is pleased to announce that applications are now open for the 2021 cohort of established area small businesses with strong growth opportunities. Cohort 10 will begin March 23 and will include 6 Core Concept Sessions, small group breakout sessions, a Kick-Off Event, and a culminating Demo Day Event.

In advance of this year's cohort, Mountain BizWorks is hosting the **ScaleUp Trailblazing Workshop Series**. This virtual series is open to any entrepreneur wanting to bring a ScaleUp strategy and mentality to their 2021. It will also include a preview of the full ScaleUp Cohort 10 Program.

Workshop Series Dates:

- Wednesday, February 3, 6pm - 8pm
- Monday, February 15, 2pm - 4pm
- Thursday, February 18, 10am - 12pm

Since its launch in 2015, ScaleUp WNC has served 9 cohorts comprising 125 WNC companies. The program has benefited a diverse group of participants as two-thirds have been rural-based, women-owned, minority-owned, and/or veteran-owned businesses. Participants have also hailed from all corners of WNC from Sparta to Asheville to Robbinsville. ScaleUp provides targeted growth strategy development and implementation assistance to existing Western North Carolina small business owners with a compelling opportunity for expansion.

“With the pandemic projected to be contained by later this year, we believe now is an important time for small businesses to be planning and positioning for the post-Covid environment,” explains Matthew Raker, Executive Director of Mountain BizWorks. “With this new cohort, we will be moving from today’s resiliency into tomorrow’s opportunities.”

Press Release from Mountain BizWorks

Applications for the 2021 ScaleUp program are being accepted online through February 21, 2021, with up to 15 regionally headquartered businesses to be accepted into the program, starting this March.

The Cohort is selected through a highly-competitive, merit-based process, which is confidentially reviewed by an experienced selection panel. Those accepted will receive over 60 hours of training, mentoring, and networking to scale their company in the Spring accelerator.

Learn More and apply at ScaleUpWNC.com

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About Mountain BizWorks

Mountain BizWorks has been making business loans ranging from \$1,000 to \$250,000 to small businesses in Western North Carolina for nearly 30 years. Their tailored small business lending and peer learning programs help grow great businesses and expand economic opportunity. They work with companies who may find it difficult to secure funding from banks and other traditional sources. What makes Mountain BizWorks unique is that all loan decisions and relationships are managed locally. They work to ensure clients' success by offering highly customized, peer-to-peer business coaching by an extensive network of local, successful business owners. This innovative blend of lending and learning helps entrepreneurs overcome obstacles, grow strategically, and create jobs.

For more: mountainbizworks.org