



PeerSpectives



PRESS: PeerSpectives Roundtable for the Emerging Second-Stager

Are you the leader of a business that is on the cusp of taking your company to the second stage? If not, do you know such business leaders? The PeerSpectives Roundtable for the Emerging Second Stager (PRESS) can be the catalyst to achieve that growth. You probably already know that peer-to-peer roundtables give leaders of second stage businesses valuable interaction with like-minded, motivated individuals. Yet typical Stage 1 entrepreneurs often lack the depth of business experience needed to participate fully in a PeerSpectives roundtable. The PRESS format combines valuable interaction with a business expert and the benefits of a peer-to-peer roundtable.

The CV SBDC/Edward Lowe Foundation PRESS format:

- Specifically designed for business leaders of companies with 1-9 employees, \$100,000 or more in annual revenue, and who intend to grow the company in terms of employees, revenue and market scope. This is not suitable for lifestyle entrepreneurs or sole proprietors.
- Typical Session length: One 4-hour session per month for 10 months each year.
Pilot Program Session length: One 4-hour session per month for 3 months.
- Group size: 8-12 participants for one roundtable
- Format includes a presentation by a subject-matter expert (e.g. attorney, banker, management consultant, etc.) followed by a Q&A period and a roundtable session.
- Protocol: Roundtables are based on the PeerSpectives with variations to accommodate participants with limited business experience and at an accelerated pace.
- Fees: Pilot Program fees are \$250 with full or partial scholarships available. Anticipate full year fees at \$750 to \$1,000 depending on level of knowledge and experience of the roundtable members.

Who should participate in CVSBC's Pilot PRESS Roundtable Program?

- Primary leader of a Stage 1 company open more than 2 years, with 1-9 employees & greater than \$100,000 annual revenue.
- Leader who possesses the intent and ability to grow into the next stage (that is, moving beyond 10 employees and \$0.5 million in annual revenue)
- Business leader who lacks experience in growing a company beyond Stage 1.
- Those who enjoy a natural curiosity with a desire to learn from and listen to others.
- Those who are eager to share their experiences to benefit others.
- Willing to commit up to 4 hours each month for 3 months.

PRESS benefits:

- See business grow like never before — exponential growth trajectory is possible for companies whose leaders participate in roundtables.
- Leaders get just-in-time, practical help for burning issues. Many will put an action plan into place when they return to their business.
- There is no need to “go it alone” anymore. Valuable and lasting personal relationships with other business leaders are developed and nurtured over time.
- Being a member of a CV SBDC/Edward Lowe Fdtn PRESS Roundtable gives business leaders personal and professional insights and enriches the roundtable experience overall.