

SURGE

POWERED BY LAKESHORE ADVANTAGE

PROGRAMMING GUIDE 2022

WELCOME TO THE SURGE COMMUNITY!

As a member of SURGE, you are part of a growing community of individuals who get excited about startups, innovation and want to be part of a thriving ecosystem. And being part of that community entails not only moving your own ideas forward, but also contributing by being actively engaged, showing up, and giving of your own talents, skills and wisdom. We are glad you are here!

THE SPACE

Located in the heart of beautiful downtown Holland, The SURGE Space offers open coworking, conference rooms and community space with restaurants, pubs, and coffee shops just steps away. Membership Includes:

- A welcoming environment for collaboration and focused work
- Access to conference rooms and private phone booths
- Really good coffee
- High Speed Fiber Internet
- Mailing address for your business
- Access to SURGE programming and resources

MONTHLY SURGE PROGRAMMING & SPACE MEMBERSHIP

Startups \$99

Includes drop-in coworking/access to conference rooms, programming and mailing address. To help foster community, SURGE members are expected to attend at least one SURGE event or program

Startup Virtual \$50

Includes access to SURGE programming, mailing address and limited space use. To help foster community, virtual members are expected to attend at least one SURGE event or program per month.

Partner (individuals) \$150 Partner (organizations) \$350

Includes drop-in coworking/access to conference rooms, programming and mailing address.

STARTUP PROGRAMMING AND RESOURCES

From concept through commercialization, SURGE offers programs and resources that will help entrepreneurs launch and grow successful companies. Includes:

Business Coaching and Accountability Sessions

As a SURGE member, entrepreneurs will be matched with a business coach to help you set goals, overcome obstacles, and stay on course. Meetings will be held on monthly basis and may take place both in person or virtually.

Member Focused Social Gatherings

Regularly scheduled Happy Hours, Idea Pitches and member-led Workshops designed to help you connect with other community members.

Entrepreneurial Service Network (ESN)

As a member of the SURGE community, you have access to discounted services through our Entrepreneurial Service Network. ESN members are local service providers who offer discounted services to SURGE startups. Get assistance on marketing, legal, engineering consulting and more. SURGE may contribute up to \$2,500 to qualifying projects.

Investor Readiness Program

Accessing capital is one of the most challenging aspects of launching a business. The SURGE Investor Readiness Program prepares entrepreneurs for successful fundraising. You will have access to educational information, pitch coaching, and introductions to investors throughout the region.

SURGE Founder Roundtables

SURGE Founder Roundtables are peer-to-peer monthly sessions where you will develop trusting relationships with other founders. Facilitated sessions will give you the opportunity to share experiences, discuss current challenges and keep each other accountable.

Whiteboard Strategy Sessions

These 90-minute whiteboard strategy sessions involve two to four cross-disciplined mentors to help guide startups work through opportunities, overcoming obstacles, and taking their business to the next level.

SURGE Boostcamp

SURGE Boostcamp is a proof-of-concept program that takes technology and product-based startups through a customer development framework to validate their business ideas. Regular coaching sessions will help keep you on track and provide valuable feedback, connections and resources.

Mentor Network

SURGE mentors are an engaged network of individuals with experienced backgrounds in a variety of industries. SURGE startups can meet one-on-one with mentors to seek advice on marketing, public relations, software and application development, design, engineering, raising capital, mergers & acquisitions, business strategy and legal matters.

Connect to UNION

The SURGE UNION virtual community is where startups can connect with fellow founders, mentors, and ESN providers. You can access all SURGE LEARN material and courses for free, sign up for mentor office hours, and be the first to learn about upcoming SURGE startup opportunities.

For more information contact

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