

FOR IMMEDIATE RELEASE: Sync Space Launches CO.STARTERS Rebuild Program to Help Northeast Tennessee Small Businesses Recover

Kingsport, Tenn. July 23, 2020 – Sync Space is now accepting applications for CO.STARTERS Rebuild, a 10-week, live-facilitated virtual program that helps small businesses impacted by COVID-19 refocus, stabilize, and build toward long-term recovery.

Entrepreneurs who participate in the CO.STARTERS Rebuild program will be able to confidently move forward with actionable next steps for their business, identify creative solutions, find both short-term and long-term financial stability, and adapt in an uncertain environment. Participants will work with a certified facilitator and dedicated group of peers in a series of 2.5 hour virtual sessions, covering topics that help them adapt and remodel their business to meet changing customer needs. The program uses a simple e-learning platform and live-facilitated video sessions that stream to any computer or mobile device, as well as a physical binder to help participants work through the content offline between sessions.

The Rebuild program is part of a five-step small business “Road to Recovery” framework created by CO.STARTERS, an international entrepreneur support network with more than a decade of experience supporting successful entrepreneurs. CO.STARTERS Rebuild uses a proven model to guide small business owners through effective business modeling methods in a simple and intuitive way, while connecting them to a supportive community of peers and mentors.

Rebuild in Northeast Tennessee will be hosted by Sync Space Entrepreneur Center, a regional entrepreneur center with accelerator programs uniquely focused on support for local and recruited startups considering Northeast Tennessee as a place to grow or expand their business. Valued at more than \$500, the Rebuild program is being offered during this challenging time to local businesses, entrepreneurs, and freelancers in Northeast Tennessee for a reduced rate, thanks to the generous support of Sync Space’s partners and sponsors. The 10-session CO.STARTERS Rebuild program will begin August 5.

“The COVID-19 pandemic has caused small businesses, startups and entrepreneurs across the world to struggle. Northeast Tennessee is no exception. Sync Space is excited to start the CO.STARTERS Rebuild program to help small businesses in our region get back on their feet and build toward a sustainable recovery,” said Heath Guinn, President of Sync Space.

Small businesses are a major economic driver for local economies and have been hardest hit by the COVID-19 pandemic, but often do not receive the same level of support as larger employers. With the Rebuild program, CO.STARTERS aims to narrow that gap.

“With many small business owners across the country feeling overwhelmed, anxious, and alone, we built Rebuild and the Road to Recovery model to cut through the debilitating flood of information and resources and help entrepreneurs find confidence to take the first steps toward recovery through these uncertain times,” said Enoch Elwell, CO.STARTERS Founder. “This framework, support group, and set of curated resources provides business owners with the knowledge, confidence, and connectedness to take decisive action when it matters most.”

For more information about CO.STARTERS network and initiatives, visit costarters.co. To learn about the Rebuild program in Northeast Tennessee, visit syncspace.org

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About Sync Space Entrepreneur Center

Sync Space Entrepreneur Center is a regional entrepreneur center with accelerator programs uniquely focused on support for local and recruited startups considering Northeast Tennessee as a place to grow or expand their business. Sync Space is also the Launch Tennessee partner for Northeast Tennessee and financially supported by Kingsport, Bristol, Johnson City and Sullivan County.

About CO.STARTERS

CO.STARTERS helps individuals and communities thrive through entrepreneurship by equipping them with strategy, tools, and relationships. Building on initial grassroots efforts with small business starters in Chattanooga, Tennessee, the CO.STARTERS network now has an international reach with thousands participating in its programs annually. Since 2008, CO.STARTERS has equipped more than 690 local leaders across 200+ communities, helping more than 12,000 starters move forward with their ventures. From the beginning, CO.STARTERS has pioneered a community-based approach to economic development, and has played a leading national role in increasing small business success and growing entrepreneurial ecosystems.

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