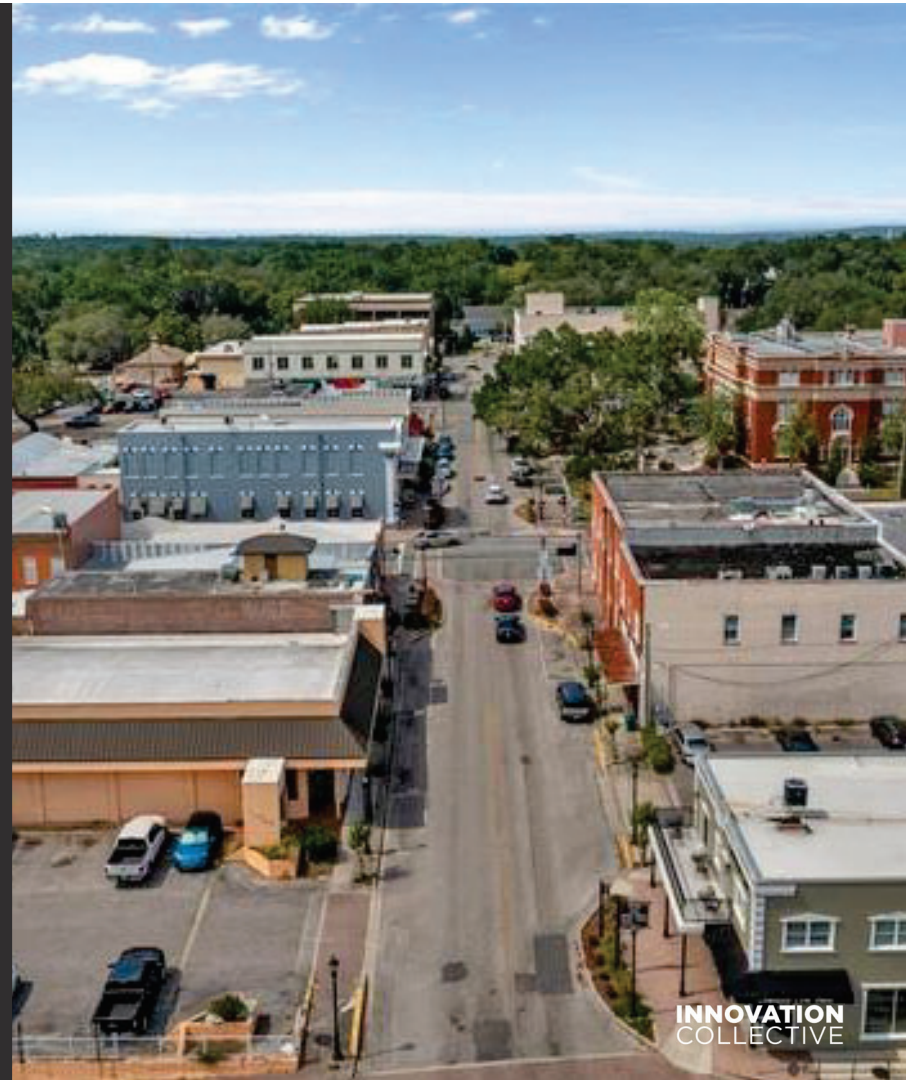


Reflections of 2022:

How we are empowering community members of Hernando County to become entrepreneurs, positively shape their future, and what has been achieved this year

**INNOVATION
COLLECTIVE**



**INNOVATION
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Why we started:

To empower citizens in Hernando County, from all walks of life, to start and grow companies that change their world for the better; and build a sustainable startup ecosystem in the process.

In 2022, the IC Brooksville Community began to transform from “phase 1” gathering and inspiring people... to “phase 2” building entrepreneurs and establishing place making.

Inspirational events

Events are a key component of our work. Events allow community members to connect with another, idea share, and collaborate.

Bi-weekly, we host Coffee & Concepts at 730am. These were primarily downtown at Mountaineer Coffee, but recently moved to Hernando Coworking. Coffee and Concepts are where community members get their ideas out of their head and share them with the group to begin the first phase of creation. We average around **15 creators** per Coffee and Concept session.

Monthly, we host Fireside Chats. Fireside Chats are an opportunity to highlight a local success and share their journey to inspire community members. Some examples of Fireside Chat speakers this year include:

- Erin Daly, Asst State Attorney
- Justin Noe, Realtor at Heart of Florida Realty
- Bobby Read, Founder of Downtown Athletics

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Premium events

In the second half of the year, we began a monthly series of Local Experts. Local Expert sessions are a chance for our IC leadership community members to get advice and insight from local experts. The topics vary and can be both business and life oriented.

Some of the topics of the Local Expert session in 2022 included:

- Grant Writing: Show me the money with Carla Rossiter-Smith
- Work/Life Balance: Managing all the \$h*! With Chris Rhodes
- Media Candy: Creating tasting stories with Rocco Maglio
- How to Produce and Promote your Podcast with Chris Krimotsis

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Connections and Inspiration

Our Story Summits brought in thought-leaders who have worked with ADP, the Gates Foundation, and Tesla, from across the nation to share their life and business lessons with Hernando County community. Our average attendance at a Story Summit is **50 community members**.

Our speakers in 2022 included:

- Dr. Chance Glenn, Founder, Morningbird Foundation
- Brad Dugdale, Founder, Mountain West Bank
- Giselle Mota, Founder, NFTY Collective
- Michael Reyes, Founder, Halo Life Sciences

After Story Summits, we invite members to set a vision for themselves and participate in 8 week sprints. We held Great 8 - a personal transformation program; Explore - a book club focused on professional growth; and Studio - a virtual start-up mentorship program.

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Connections and Inspiration, cont...

We held over **56 Leadership Pathways** meet-ups. We've used these to develop stronger bonds and healthier habits towards a more prosperous county of engaged citizens.

For Explore Book Club in 2022, we read:

- Purple Cow, Seth Godin (about marketing yourself and your business)
- Dare to Lead, Brene Brown (about leadership and vulnerability)
- Rise of the Rest, Steve Case (about start-ups and venture capital)

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...



Connections and Inspiration, cont...

In partnership with Hernando County Adult Learning, we worked to deliver a ESOL/Entrepreneurship program designed to introduce adult citizens learning English to business vocabulary and provide business advice.

ESOL / Entrepreneurship is a 10 week program and, while it concluded May 25th, students also attended Story Summits and are regulars at Coffee & Concepts and Fireside Chats such as Luzanio, an American citizen originally from Angola (pictured conversing with one of our regular members Moriah).

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Fostering Entrepreneurs in College

In the first half of 2022, we worked with Pasco-Hernando State College to run IC Studio, our entrepreneur training program designed to give students tools and insights for their start up or business, and introduce them to mentors.

During this, we had **50 students signed up** which was beyond the expectation. The program had such success that we are were asked to repeat it Q1-Q2 of 2023 with additional features and including the Bobcat Pitch Day to truly infuse with the college.

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The logo for IC Studio features the letters 'IC' in a large, bold, dark blue font. Below 'IC', the word 'STUDIO' is written in a smaller, dark blue, sans-serif font. To the right of the text is a thin, vertical gold line.

IC
STUDIO


Innovation Ecosystem Software

In 2022, we developed an iOS and Android app, build_, to connect the innovators, creatives, and entrepreneurs in Hernando County.

The apps launched in January 2023 and allow for local people to list what they want to teach and learn, what projects (startups or products) they are working on and what they need, and innovation/entrepreneurship events they can attend. The apps use location awareness data to connect users to each other to build a stronger community and economy through online and in person activities.

Data from Build_ will be included in 2023 reports showing digital engagements for startup incubation.

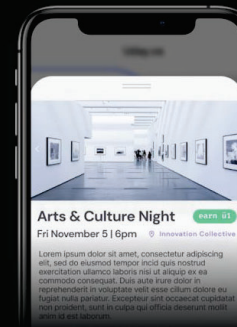
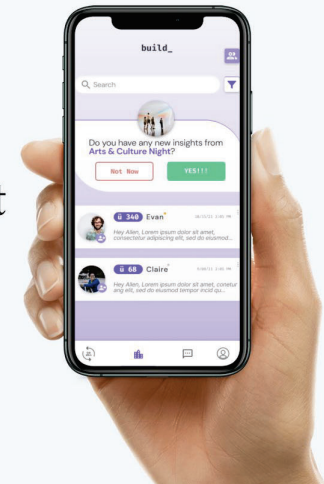
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 Join the waitlist for early access

Show your city what you can create

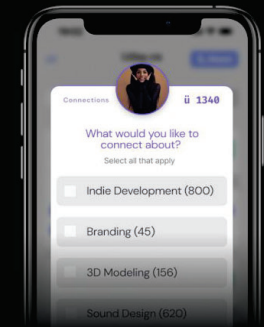
 Sign Up

 Sign Up



Join events

Easily integrate with all your favorite tools through and APIs including automatic integrations.



Connect on Skills

Find others in your city based on what skills you have to teach and what skills you would like to learn. Gain reputation for your unique skillsets.

Access to Capital for Brooksville and Hernando County

With the introduction of our venture arm, Realign Ventures, we hosted a Scale event with **17 potential investors from Hernando County** and three external speakers to kick off conversation of a local angel investment groups. We held a similar event the following week in Victoria, TX with 22 accredited investors to discuss startup activity in Brooksville. The goal is to have them support startups in the Hernando region through the IC network with their capital.

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Meet Chay Nott

A Content Creator finding his team

Chay found IC in May of this year, quickly finding a group of local residents that shared his mindset. He found employees for his company through IC and a slew of achievement focused entrepreneurs (Land Tomorrow LLC, Plant Lives Matter) that saw value in his creativity and began collaborating with him on projects.

Chay brings great motivational energy to the group and a potential that sparks the curiosity in the rest of the crowd. He just graduated high school in 2020, and has been scaling his business since, with the help of contacts he gets from engaging at Coffee & Concepts.



Meet Dr. Samar Hennawi

Adult learner leaning into curiosity

Dr. Hennawi has been teaching at various academic institutions for 10 yrs and is also a real estate agent in the Brooksville area.

She began attending Coffee and Concepts to grow her connections and keep her mind working on new solutions for her business and the community as a whole. Innovation Collective has allowed Samar to pursue her curiosity in food and agricultural policies and is an outlet for her to continue learning and sharing alongside adult peers with the same thirst for knowledge.



Meet Steven Turner

Edible landscaper with a 5-year vision

Steven was introduced to us through a local permaculture farmer who runs virtual workshops from Brooksville. Steven runs a solo-landscaping business and wants to scale larger, bringing on new employees.

His mission is to create an instructional at-home kit with educational tools which would provide consumers the simplest form of edible agriculture for private use. Steven wants to provide an easy introduction into self-sustenance for the average resident.



The When

The specific things we said we will have achieved by the end of 2022...

Profit

- +4 new businesses directly attributable to C+C set up
- Plans for downtown investment in Den locked
- +\$10k sponsor for 2023 Story Summits secured
- IC BVL investment club formalised

Product

- 30 plus citizens attend monthly Fireside Chats
- +100 tickets pre-sold for 2023 Think Big Festival
- Pop Up Den doors open in downtown BVL
- IC BVL premium programming launched

People

- 3 members' success stories in Hernando Sun/Bay News 9
- Community Team volunteers from Spring Hill / PHSC
- Sponsors and Success Team 100% on board with plan
- Success Team in place



H1 Q3 Q4

In Summary:

- **26 Coffee and Concept** gatherings to discuss ideas
- **12 Fireside Chats** promoting local heroes
- **2 Story Summits**
- **4 Local Expert** Sessions
- **4 Unwinds**
- **56 Leadership** Pathway Meetings
- **17 Potential investors** met
- ReAlign **Ventures** launched
- Popup **Den launched** with Hernando Coworking
- **3 Explore books** read as a community
- **Build_ app developed**

- **87 Story Summit Attendees**
- **390 Coffee and Concept Attendees**
- **250 Fireside Chat Attendees**
- **10 ESOL trainees**
- **50 PHSC Students mentored through Studio**



Profound Revelations Studios: Fostering Music Creation

By Russell S. Thompson

April 23, 2022



Walk Through That Door

Business & Nonprofit News

By Meaghan Goepferich • Posted on September 24, 2022

"Change can come – embrace it and see where it leads to." That was the advice that Bobby Read gave to a grassroots group of future business owners and entrepreneurs last Wednesday.

Walk Through That Door

Bobby spoke about his life and the events that led him to begin his business in downtown Brooksville. Why did he make the leap to start his own business? When did he decide to make the pivotal leap into being a founder? How did he fair with the inevitable challenges along the way? Who inspired him to follow his journey? His audience was an engaged crowd of community that all are seeking for that "little bit" more out life. Defining purpose for yourself and creating value for ourselves, our family, and our community are the values distilled out of the conversations with various founders from Hernando County.

Bobby spoke about the particular life event "...that built confidence in me that I never knew existed". At his athletic training facility, Bobby and other personal trainers work with residents to improve their own health and fitness. He's not only about personal health gains, though, wants us all to know that "Change can come – embrace it and see where it leads to."

The words we heard people saying in 2022 are...



"I've been able to connect with my community on a deeper level leading the Great 8."

Christina Mitchell



"IC gatherings have given me a place to talk about my vision for education, and work with others who support my vision."

Luzanio Iduane



"Through IC I've learned so much about others, I've told my story, and now it's time to write my own."

Diane Bedard

The When

The specific things we will have achieved by the end of 2023 will be...

Profit

+\$1m funding by IC BVL investment club announced

+\$Xm investment in downtown BVL Den underway

+\$100k sponsorship of IC BVL over 3 years announced

+30 corp members of IC BVL premium programming

Product

Minimum 50 citizens attend monthly Fireside Chats

2 pitch days with strat partners such as AARP held

Successful start up comp with likes of Milken held

+2 Coffee & Concepts (C+C) and Great 8 in parallel

People

+20 citizens in each Coffee & Concept and Great 8

50 IC members are +55 years old

20% of IC members are mix of students and health staff

+250 attendees at Think Big Festival Tech Carnival

In 2023, the IC Brooksville Community will transform to “phase 2”:
building entrepreneurs and establishing place making.