

MISSION

Foster business collaboration, connect executive mentors and provide meaningful support in key business areas through resource partners and executive advisors.

These networks will serve as the third arm of the service to SC Launch client companies - the first two being Regional Manager (RM) business mentoring and funding via grants and investments.



ANNUAL REQUIREMENTS

These requirements are for both the resource and executive partner network.

- Provide a minimum of 10 hours of direct assistance to one or more SC Launch client companies
- Participate in minimum of 2 of the following events: lunch-n-learns, open-house/coffees, etc.
- Provide referrals, discounted/waived fees, in-kind services, as appropriate

Objective:

Connect SC Launch Client Companies to community and industry partners.

I. RESOURCE PARTNER NETWORK

The SC Launch team will review each partner application and select the top candidates for each business specialization.

- Accounting
- Finance & Banking
- Business Services
- Engineering
- Human Resources
- Information Technology
- Sales and Marketing
- Insurance
- Legal
- Community Organizations

Qualifications:

- Established company in SC (minimum 2 employees)
- Proven track record with early stage startup companies
- Market-leaders in respective business specialization

II. EXECUTIVE ADVISOR NETWORK

A select group of qualified executives who agree to mentor SC Launch clients in a variety of key business areas (mentioned above).

Qualifications:

- Significant background in one of the key business areas
- Location in SC preferred but not required
- Experience working with early-stage startups preferred
- Qualified applicants may be member of SBA's SCORE Program, active or retired business executives individual executives consultants, etc

MEMBERSHIP BENEFITS

- Access to SC Launch Clients via networking events
- Sponsorship opportunities for marketing activities and events
- Client referrals from the SC Launch program
- Mention on the SCRA website as a “Resource Partner”
- Use of “Resource Partner” logo on Partner’s website and marketing material
- Receipt of Resource Partner plaque
- Quarterly Resource Partner newsletter
- Preferred sponsorship rates for SC Launch events (e.g. annual Summit)
- Opportunity to present at monthly SC Launch team meetings and Launch-and-Learn events



EVENTS

These 45-minute sessions will provide a casual learning environment as well as a structured lesson plan.

To be held at various locations across the state or via webinar. The sessions will cover a variety of topics of primary interest to startups, such as incorporation, general legal issues, pro forma, general accounting, sales and marketing strategies, fundraising, etc.

QUESTION

- Q.** How does the resource partner network differ from the executive advisor network?
- A.** Executive Advisor members are individual consultants that are not affiliated with a larger company, and therefore do not qualify for the Resource Partner Program.
- Q.** How will client companies contact me once accepted as a Resource Partner or Executive Advisor?
- A.** Member’s logo, website link and primary contact information will be made available on the SCRA website. Also, by attending the various networking events hosted by SCRA you will have direct access to SC Launch client companies.

Lastly, the regional managers will leverage the members for direct referrals, as appropriate.

APPLY

- STEP 1.** Complete an online application to the program. Applications are reviewed once a month, and the SC Launch Operations Manager will follow up with you after the review.
- STEP 2.** Dive in! Your participation is key to building an active partner network. Once accepted, you will be added to our website, email list and will receive updates regularly.