

**PRESS RELEASE**  
**DATE: March 19, 2023**



## **CHICOSTART + GROWTECH to Host Strategy & Innovation Workshops in April - Registration is Open!**

*New learning opportunities are designed to drive strategy & innovation and grow the inclusive North State ecosystem.*

**Chico, CA - March 21, 2023: Registration is Open!** [Chicostart](#) & [growTECH](#) have planned a 2023 Strategic and Innovative Workshop Series for the local business community and the North State. This 2-day event will take place **April 18th and 19th** at [Stoble Workplace](#) incorporating 5 diverse topics. These sessions will be focused on design thinking for business teams, leadership and culture in the workplace, startups and business banking, and more. Chicostart and growTECH expect these key business workshops will attract attendees locally and from around the North State.

Through Chicostart's Inclusive Innovation Hub2 (iHUB2)/growTECH is able to offer these more in depth innovative and strategy based sessions to the community and the North State region.

"We are excited to offer an additional set of strategic workshop sessions for the North State this spring. We encourage entrepreneurs, startups, business owners and even those at just the ideation phase to take advantage of the valuable content to be presented by our speakers! Particularly [Cleanstart](#), who will be bringing their new *cleantech mobile classroom* for attendees to tour during the workshop." stated Eva Shepherd-Nicoll, Executive Director of Chicostart.

## **Workshop Topics:**

### Day 1

- "5 Secret Social Media Moves That Will Make Your Customers Love You Even More"
- "Billions for Cleantech...How Can You Get It?"

### Day 2

- "What is Design Thinking & Why Is It Important?"
- "How to Find & Keep Great Employees That Will Work With You, Not Against You."
- "Using Banks To Take Your Business To The Next Level."

Workshops are \$25 each or attendees may get a discount by registering for all 5 sessions. Seating is limited, RSVP is mandatory. To learn more and register, visit: <https://growtech.io/gt-2023-april-workshops/>.

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In April 2022, Chicostart was 1 of 10 designees awarded the statewide iHUB2 grant from CalOSBA. Chicostart's iHUB2 designation covers over 20+ counties in Northern California, focusing on building the regional entrepreneurial ecosystem for equitable access to entrepreneurial resources with inclusive ecosystem expansion into our rural and diverse communities. This includes expanding Chicostart's growTECH and entrepreneurial initiative throughout the region.

## **Chicostart**

**About Chicostart:** Chicostart supports and enriches Northern California's Entrepreneurial Ecosystem by providing small business, entrepreneurs and startups the resources they need to succeed. Our platform includes shared office amenities, mentoring, workshops, internships, tech talks, student to business projects, entrepreneurial events, satellite office programs, and anything else that helps our core mission of helping startups succeed. As a GO-BIZ iHub for the Far North, the Chicostart ecosystem includes but is not limited to investors, technologists, entrepreneurs, students, educators, local businesses, agencies and mentors.



**About growTECH:** growTECH is an industry lead partnership between tech and entrepreneur industry leaders and supporting community organizations modeled after the Next Gen Sector Partnerships.

Together we grow, support, and connect the thriving tech and entrepreneurial hub in Chico and Northern California.

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