

**FOR IMMEDIATE RELEASE**  
**July 12, 2023**



**ChicoSTART Introduces Indian Valley Innovation Hub as New  
*Accelerated by Partner***



**July 12, 2023 - Chico, CA:** [ChicoSTART](#) is pleased to welcome [Indian Valley Innovation Hub](#) to our *Accelerated by ChicoSTART* iHUB2 program. The Indian Valley Innovation Hub is located in Plumas County which is one of the designated service areas ChicoSTART supports through the CalOSBA Innovation Hub2 (iHub2).

As an *Accelerated by* partner, ChicoSTART will extend valuable entrepreneurial resources and other useful programs to those Plumas County businesses developing new ideas and products. This works perfectly as IVIH “connects early stage entrepreneurs with experienced mentors for guidance, connections and fresh inspiration”. ChicoSTART can help their community in all of those areas + incubation and through the [opengrants.io](#) grant portal.

**Eva Shepherd-Nicoll, Executive Director, ChicoSTART** says, “This works perfectly, as ChicoSTART’s role is to bring entrepreneurial resources to rural areas and IVIH needs to connect their early stage entrepreneurs with resources, tools, programs and experienced mentors. ChicoSTART is a one stop shop for Plumas County and can help their community in all of those areas and more. We know how critical it is to help disaster impacted areas, and this is one of our core priorities. “

**Lara Wheeler, Executive Director of Indian Valley Innovation Hub (IVIH)**, expressed her enthusiasm about the partnership, stating, “This collaboration with ChicoSTART is an incredible opportunity for our organization and the Plumas County business community. ChicoSTART's expertise in disaster recovery, gained through their involvement in the Camp Fire recovery in Paradise is what Plumas County needs now. ChicoStart and IVIH understand the value in finding ways to help business owners impacted by wildfire. Technical and business support can help small businesses get back on their feet after a tough winter and business climate. We need to salvage our current businesses while at the same time create new businesses to raise the economy and hopes of the burn scar communities.” She further added, 'We believe that by joining forces with ChicoSTART, we can empower our local businesses to overcome challenges and not only recover, but also increase their capacity to expand. Together, we aim to create a hopeful future for Plumas County's entrepreneurial landscape, where innovative ideas can flourish and businesses can unlock their full potential.’”

Interested in learning how to connect with the Indian Valley Innovation Hub? Contact Eva Shepherd-Nicoll at [eva@chicostart.com](mailto:eva@chicostart.com) or Lara Wheeler [ivih.information@gmail.com](mailto:ivih.information@gmail.com) and visit <https://indianvalleyinnovationhub.org/>.

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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.

**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 Indian Valley Innovation Hub**

Indian Valley Innovation Hub began by assisting businesses in the most heavily impacted Dixie Fire burn scar area with product development assistance. The organization quickly recognized the need for expanded programming and services throughout Plumas County in order to fulfill its mission of producing products for export. IVIH holds entrepreneur rallies, and facilitates business skills workshops. Current projects include establishing the Made in Plumas County Program to provide marketing assistance to product makers, establishing multiple distribution streams, and preparations to launch a comprehensive online business resource directory. The directory will serve as a centralized hub where businesses can access valuable information and connections with local, state, and federal resources and programming. <https://indianvalleyinnovationhub.org/>

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