

## **How to Apply**

For those interested in applying to the Blue Ridge Innovation Network (BRIN), the first step is to complete a BRIN Application and Business Plan and meet with the BRIN Director. The plan must show the ability of the company to become self-sustaining by the end of the 1-2 years.

Director reviewed BRIN Application and Business Plan, is then forwarded to the BRIN Advisory Board. Ventures that are a good fit for the incubator and have the ability to be self-sustaining are forwarded to the President of Blue Ridge Community College for final acceptance.

Businesses that have the ability to add jobs in the future are given a priority for acceptance. Individuals that reside or desire to grow a business in Transylvania and Henderson County are given a priority for acceptance.

## **Program Requirements**

Once in the program, companies meet with incubator staff on a monthly, quarterly and annual basis to receive support and assistance in reaching their business goals. Support and assistance can range from: business idea generation, business plan development, financing, sales, marketing, advertising, PR, accounting, legal, HR, customer service, etc.

## **Open Book Accounting**

During incubation, each company participates in financial reviews i.e. cash flow management. All information is strictly confidential. Incubating companies receive objective financial feedback on how to reach their business goals, with specific advice on company growth and strategic planning.

## **Complete Six Business Seminars**

During the annual incubation period, each company is required to complete six business seminars of their choice. Continued business education better insures business success. BRIN and business assistance partners offer a minimum of one free seminar monthly. Most seminars are between 1-3 hours in length.

## **BRIN Fees**

During incubation, each company is required to pay and stay current with BRIN fees. Failure to do so will result in loss of incubation membership and incubation benefits.

## **Attend Monthly Incubation Meetings**

Member companies meet monthly for a one-hour incubation meeting. These meetings are provided for general business updates, networking and group entrepreneurial support in reaching their business goals.

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**For more information, contact Gary Heisey, BRIN Director, at (828) 694-1766 or by email at [g\\_heisey@blueridge.edu](mailto:g_heisey@blueridge.edu)**