



Supporting  
entrepreneurs, businesses  
and students

# 2020 ANNUAL REPORT

## ADVANCING OUR ENTREPRENEURS

- 314** hours of 1:1 mentoring with entrepreneurs
- \$22,125.24** in Technical Assistance funding awarded to 10 regional businesses
- 125** attendees for the virtual E1 Ignite Cup, First place award to Shrupa. 2019 & 2020 Ignite Cup winners went on to win \$70K in the 2020 MN Cup
- 130+** attendees for 8 R.E.D.Talk Series sessions hosted with regional entrepreneurs
- 16** Partner Organizations, led by Red Wing Ignite, awarded the Launch MN Grant for a second year as the SE Regional Hub (E1 Collaborative)
- 2864.5** hours of educational events/webinars with 2670 in attendance across SE Minnesota in collaboration with the E1 Partners
- 95** students attended 9 Ideation Workshop sessions thanks to grant funding from Minnesota DEED in partnership with ILT Studios and Great North Labs
- 650** hours of Lean Startup Training for 18 entrepreneurs alongside ILT Studios Pitch event sponsored by Great North Labs with 1st and 2nd place cash award winners

## STRENGTHENING OUR BUSINESS ENVIRONMENT

- Expanded programming in the midst of the COVID-19 pandemic in order to support entrepreneurs, students and other stakeholders by pivoting to virtual platforms, programming and solutions (Zoom, Remo, GatherTown, Mural)
- Hosted *Marketing in the Morning* monthly
- Managed Coworking Space, creating safe working environment for tenants, guests and members
- Delivered a Girls Woodworking Workshop-hosted at GCED
- Secured grant funding through Xcel Energy Foundation and Goodhue County: Administered local, state and federal grants
- Makerspace RW was open to members in early 2020 until COVID-19 required space to close. Plans are in place for 2021 relaunch

## BUILDING OUR FUTURE WORKFORCE



- 3RD** year facilitating the Goodhue County Collaborative Youth Skills Training/Learn & Earn Grant through the MN Department of Labor and Industry
- 5** participating school districts
- 10** students earned college credit and OSHA 10 credentials
- 21** employer worksite learning placements for students
- 6** local companies provided virtual industry tours to students
- 3** students are working with regional employers- 2 entry level machinists, 1 electrical apprentice
- Participated in RWPS District Advisory Committee and Winger Flight Paths program implementation

# OUR TEAM

## Red Wing Ignite Team News:

- Stacy Nimmo was selected full time Executive Director
- La'Tiyah Stone was added as the new Community Engagement Specialist, a Lead For Minnesota Fellow
- Sievers Creative selected as Marketing Lead December 2020

## Hosted Interns:



Fernanda Garcia



Tom Erlandson

## Red Wing Ignite Staff as Picured to the Left:

Left to right: Burke Murphy, Megan Tsui, La'Tiyah Stone, Shannan Harris, Stacy Nimmo, Marshall Erickson, Kim Lampe



"Because of Red Wing Ignite, I have been equipped with the necessary resources to establish, build, launch and develop my business from concept to product delivery and marketing promotion. Red Wing Ignite has provided access to vital resources and networks that have enabled me to launch my fintech company, Live.Give.Save., in rural Minnesota. Live.Give.Save is launching their fin tech app (Spave) in Google Play and Apple App Store late 2020 and during the first quarter of 2021."

- Susan Langer, Live.Give.Save



## UDACITY

Red Wing Ignite partnered with the Center on Rural Innovation and Udacity "The Future is Digital Challenge" to provide Goodhue County residents with Nanodegree Programs in business analytics, digital marketing and front-end web development tracks. In this pilot program, 13 students enrolled in this no-cost opportunity. Four were awarded nanodegree certificates: three in Digital Marketing and one in Business Analytics.

"RWI has given us additional resources that have helped us grow and take the next step. The technical assistance fund, Lean Startup school where we refined our business plan, and coaching and connections. All super important. We also learned about the entrepreneurial ecosystem in the region and RWI helped us navigate that ecosystem."

- Alijah, Founder, JockLab



## THANK YOU TO OUR FUNDERS



## Entrepreneurs First (E1) Partnership



RWI helps create connections and partnerships for new startups through the E1 initiative. Educational offerings include Design Thinking and Lean Startup classes as well as 1:1 mentorships and funding guidance. We are proud to support this region-wide approach, benefitting cities, business and entrepreneurs.



## E1 KICKOFF

"E1 has helped us think beyond just resources available to the Rochester, Minnesota community. This region-wide approach has created more opportunities for local entrepreneurs and a more cohesive entrepreneurial ecosystem."

- Jamie Sundsbak, Collider

