



STAUNTON CREATIVE COMMUNITY FUND

Staunton Creative Community Fund

“To grow our local economies by connecting people, cultivating ideas, and providing access to capital.”

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PRESS RELEASE

For Immediate Release

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Applications Open for Startup Shenandoah Valley

Shenandoah Valley, VA (February 15, 2021) – [Staunton Creative Community Fund](#) (SCCF) announced this week that the organization is accepting applications for the second cohort of [Startup Shenandoah Valley](#) (S2V): the region’s online accelerator-incubator program for scalable businesses. Companies selected for S2V will have access to amazing resources, mentors, and investors in and beyond the region.

“S2V has been an incredible opportunity for my business,” said Mark Toorock, founder of America Parkour and member of S2V’s inaugural cohort. “The guidance and focus



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they have provided have helped me gain clarity and move forward with purpose.” Executive Director of SCCF, Debbie Irwin, added the following: “S2V is a significant opportunity for both our entrepreneurs and the community as a whole. With support from partners across the region and our ecosystem builders, we have designed an innovative program that will help businesses in the Valley compete at a national level. Best of all, because of the [GO Virginia grant](#) SCCF received in 2020, we are able to offer this program free of charge and without equity requirements.”

Companies selected for the program will take part in an eight-week implementation “sprint” beginning May 31, with one-on-one virtual coaching, tailored mentoring, and support on all aspects of running a successful scalable business - such as raising capital, recruiting and retaining top talent, marketing, and legal issues, among others. Most importantly, participants will become part of an invaluable alumni network of the Valley’s best companies and a growing entrepreneurial ecosystem.

The program is supported by [SCCF’s ecosystem builders](#), Alex Andrew and Ryan Hall. “We urge committed entrepreneurs at any stage of the business cycle to apply,” said Hall. “Of particular importance is that our cohort represents the diversity of talent we have in this region.” To learn more, women, Black, and brown business owners are encouraged to attend the following [Info Session](#).

“S2V will meet businesses where they are and provide solutions for the challenges they are facing,” added Andrew. “This is a hands-on program that will take businesses in our region to the next level.”

Entrepreneurs and companies interested in S2V should begin the application process [here](#). Applications will be reviewed on a rolling basis until the April 9 deadline. The cohort will begin their coursework on May 31.

About Staunton Creative Community Fund

Staunton Creative Community Fund (SCCF) is a 501©3 non-profit organization that equips entrepreneurs in the Shenandoah Valley with the tools needed to be empowered in their entrepreneurial journey. For more information visit www.stauntonfund.org or contact SCCF at hello@stauntonfund.org.



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