

**YOUR COMPLETE GUIDE** When you have an idea or want to scale up an existing business, no one has time to download a large document and go it alone. That's why we've created "The Complete Guide to Entrepreneurship in Eastern Kentucky" as the A-to-Z resource for small businesses. It includes templates, tools, and local resources to give entrepreneurs in our region a leg up.

## Conveners. Connectors. Champions of Collaboration.

# SOAR

SOAR is a regional nonpartisan nonprofit. We're a think tank that champions throughout Appalachia Kentucky. As a think tank, we are reimagining how we do business. We are laser focused on the digital economy. We do that with a sense of urgency by assisting clients through navigating the region's robust and well-established network of Technical Assistance Providers to meet clients where they are at and navigating the pipeline of support to achieve their desired outcome(s).

### Plan your Business

01

As an entrepreneur, it can feel like there's so much to get right. You're not alone. We're here to help you plan your small business the right way and set you up for success.

### Launch your Business

02

Spread the word about your small business by creating a strategic online presence. This will expose your product or service to the people you can help the most — both in Eastern Kentucky and around the world. Capture hearts and dollars with a well-designed website. Telling your story, generating sales, and engaging with your customers through your website doesn't have to be hard. We've laid out a step-by-step guide to show you how.

### Grow your Business

03

You've made it to the point where you're ready to scale, ready to double your revenue, or triple your team. But you need more to do it. That's where outside funding comes in. Knowing when to get financing, how much you'll need, and the due diligence that goes into preparing for it are all a part of getting funding. Understand what it takes in terms that are easy to grasp.

### Operate your Business

04

When it comes to maintaining your small business, daily tasks and decisions can be the most challenging part of the job. They're also the most important — and rewarding.

### Develop your Business

05

What's the secret sauce of a successful small business? If you're putting in the hours and meeting your goals, it's really all about having great processes in place to scale. Processes give you a way to document, track, and improve your day-to-day activities. And they help you make the right decisions and focus on the right tasks to turn your business into a well-oiled machine.

## Plan your Business

01

### Technical Assistance Providers

- [Kentucky Small Business Development Center](#)
- [Southeastern Kentucky Economic Development Corporation \(SKED\)](#)
- [Kentucky Highlands Investment Corporation](#)

### Programs

- [CO.STARTERS](#)
- [Smart Starts](#)
- [Starting and Financing Your Business](#)

## Launch your Business

02

### Technical Assistance Provider

- [Kentucky Small Business Development Center](#)
- [Southeastern Kentucky Economic Development Corporation \(SKED\)](#)
- [Kentucky Center for Agriculture and Rural Development](#)
- [Kentucky Highlands Investment Corporation](#)
- [Mountain Association](#)

*SOAR and Technical Assistance Providers will make referrals to legal, HR, accounting, technology, and marketing professionals when deemed appropriate.*

### Programs

- [Be Boss Online](#)
- [Grow With Google](#)
- [Kentucky SBDC Wednesday Webinar](#)

## Grow your Business

03

### Resources

- [Small Business Administration](#)
- [Southeastern Kentucky Economic Development Corporation \(SKED\)](#)
- [Kentucky Highlands Investment Corporation](#)
- [Mountain Association](#)

*SOAR and Technical Assistance Providers will make referrals to local and regional banks or angel investment groups when deemed appropriate.*

### Programs

- [CO.STARTERS](#)
- [Invest 606](#)
- [Startup Appalachia Pitch Competition](#)

## Operate your Business

04

### Technical Assistance Providers

- [Kentucky Small Business Development Center](#)
- [Kentucky Highlands Investment Corporation](#)

### Programs

- [Be Boss Online](#)
- [Grow With Google](#)
- [Kentucky SBDC Wednesday Webinar](#)
- [Southeastern Kentucky Economic Development Corporation \(SKED\)](#)

## Develop your Business

05

### Programs

- [Southeastern Kentucky Economic Development Corporation \(SKED\)](#)
- [Grow With Google](#)
- [Kentucky SBDC Wednesday Webinar](#)

### Other Technical Assistance Providers

- [Kentucky Procurement Technical Assistance Center](#)
- [Advantage Kentucky Alliance](#)
- [Kentucky Commercialization Ventures](#)

### Partners

- [Ashland Community and Technical College](#)
- [Big Sandy Community and Technical College](#)
- [Hazard Community and Technical College](#)
- [Maysville Community and Technical College](#)
- [Somerset Community College](#)
- [Southeast Kentucky Community and Technical College](#)
- [Eastern Kentucky University](#)
- [Morehead State University](#)
- [University of Pikeville](#)
- [Alice Lloyd College](#)
- [University of the Cumberlands](#)
- [Berea College](#)
- [Union College](#)

**The Kentucky Small Business Development Center has locations in [Ashland](#), [Barbourville](#), [Berea](#), [Harlan](#), [London](#), [Middlesboro](#), [Morehead](#), and [Somerset](#).**