



STAGES OF COMMUNITY GROWTH™

What's missing in your entrepreneur community?

CO.STARTERS®



STAGE 1
*Connecting
in Chaos*
CONNECTION

PROBLEM: No formal or universally recognized community of support exists.

GOAL: Provide regular opportunities for the emerging community to come together.

EXAMPLES: *Meetups, weekly coffee presentations*



STAGE 2
*Moving
to Mainstream*
AWARENESS

PROBLEM: Grassroots activity will fizzle out if the wider community fails to engage.

GOAL: Build momentum by identifying a rallying flag to unite the “weirdos” (early adopters) and raise visibility in the wider community.

EXAMPLES: *Public idea pitch events, local press engagement strategies*



STAGE 3
*Ideas
to Action*
ACTION

PROBLEM: Momentum and trust is lost if a community is all talk and no action.

GOAL: Cultivate a community culture that is action-oriented and embraces starting small and failing fast.

EXAMPLES: *Business model workshops, weekend business launching events*



STAGE 4
Taking Root
STRUCTURE

PROBLEM: Without structure and accountability, ideas can easily get bogged down or be abandoned.

GOAL: Ensure every idea launched has a solid foundation and framework for moving forward.

EXAMPLES: *Cohort-based business fundamentals programs, one-on-one mentorship from experienced leaders*



STAGE 5
Growing Up
SUPPORT

PROBLEM: As initiatives grow, it's easy to get stuck in survival mode and never transition to growth.

GOAL: Identify and leverage as many specialized resources as possible to help promising initiatives become sustainable.

EXAMPLES: *Accelerator programs, local angel groups*



STAGE 6
Retaining Value
TRANSFER

PROBLEM: Historical knowledge and built value can easily be lost as a community realizes success.

GOAL: Develop ways to capture and share the knowledge, values, and relationships created along the way for the long-term benefit of the broader community.

EXAMPLES: *Startup internship programs, tech job training and recruiting strategies*

Grow your community. Schedule a call at costarters.co