



# HANNAH GRIMES

## Center for Entrepreneurship Annual Impact Report



Space, Tools, Connections

# Our Team

## Staff:

Mary Ann Kristiansen, Founder and Executive Director

Julianna Dodson, Deputy Executive Director & Radically Rural Director

Sara Powell, Program Director

Susan Fay, Operations Director

Evgenia Ermina, Operations & Marketing Coordinator

Lillian Chase, Programs Assistant

## Board of Directors:

Terrence Williams, The Keene Sentinel

Dee Fitzgerald, W.S. Badger Company

Peter Hansel, Filtrine Manufacturing

Maureen Curtiss, Janos Technology

Rachel Eschle, BCE Consulting

Alana Fiero, C&S Wholesale Grocers

John Houston, Houston Advisors

Scott Maslansky, NH Community Development Finance Authority

Randall Walter, Randall Walter Architect

Rachel Morrison, Ashby & Garbiel Marketing

# Our Mission

The Hannah Grimes Center for Entrepreneurship provides the space, tools and connections that innovative entrepreneurs need to build strong businesses, thriving local economies, and vibrant communities.

# Our Vision

The success of entrepreneurs in the Monadnock region fulfills the Hannah Grimes Center's broader vision of a sustainable, thriving local economy and vibrant community, built upon the region's heritage, culture, natural resources, and the civic-minded entrepreneurial spirit of its people.

## The HGC Experience



"Hannah Grimes is an exemplary education partner for our community. I absorbed so much information during my time in Business Lab. They were able to take my passion for childcare and offer me the skills needed to create a business that will support a crucial need in our community. Thank you for being a partner of choice, I highly recommend your services to any entrepreneur who is taking a leap with their own business."

-Nick Perra, Co-Owner & Director of Operations at Sapling Acres Preschool, Business Lab 2022 Alum

"The Food Biz Lab was instrumental in helping us get our business launched and feeling confident that we have a roadmap for success. There is no way we could have gotten things up and running as quickly as we did without the help from the Food Biz Lab and the Hannah Grimes coaches."

-Dan Field, Co-owner of Bending Branch Farm, Food Biz Lab 2022 Alum



# New In 2022

In 2022, HGC created and freely distributed **program guides** for the PitchFork Platform and Business Lab Programs. Both guides were shared via in-person and virtual Radically Rural roundtables, reaching nearly 100 attendees. The Skowhegan Center for Entrepreneurship in Maine has already utilized the Business Lab Guide, graduating their first class in 2022. One of their alumni reported an 80% increase in sales compared to the previous year after completing the program.



**Food Biz Lab**, a weekend immersion program followed by eight monthly zoom meetings to build additional skills and maintain traction for a wide range of food-related businesses, was offered for the first time. The hands-on course was designed to be interactive and cover marketing, idea viability, financial management and leadership. Five entrepreneurs graduated from the first cohort of Food Biz Lab this year. Dan Field from Bending Branch Farm took home \$5,000 after presenting his final pitch to the local community.

**Farm Biz Lab** was offered in partnership with The Cheshire County Conservation District and National Center for Appropriate Technology. This seven-week-long business planning course and pitch event for specialty crop producers in New Hampshire was modeled after HGC's existing Business Lab Program. The first cohort of Farm Biz Lab entrepreneurs from six local farms graduated in February of 2022.



Over the past 25 years, HGC has built a successful foundation of entrepreneurial support programs. In 2022, we focused on updating and iterating our programs to respond to the needs in our community and to freely share our platforms with other rural communities.



# New In 2022 Cont.

This year, in collaboration with the SBA and River Valley Community College, Hannah Grimes implemented the Navigator Pilot Program for the Western Southern New Hampshire Spoke.



**Community  
Navigator  
Pilot Program**



U.S. Small Business  
Administration

The goal of this program is to conduct more outreach to underserved communities in Sullivan and Cheshire counties, allowing them to grow their capacity for entrepreneurship.

Through this program, HGC staff has:

- Attended the Black New England Conference
- Completed justice, equity, diversity, and inclusion training
- Created a new partnership with Upper Valley BIPOC Network
- Conducted extensive outreach to underserved entrepreneurial populations



Hannah Grimes welcomed their first business into the BioNest Incubator.

In partnership with HGC and Keene State College (KSC), Detact Diagnostics, a life-science company based in the Netherlands, established their first U.S. location in Keene, NH. The developments included a CLIA-certified lab on KSC's campus. The collaboration between HGC, KSC, and Detact Diagnostics has increased Western NH's status as an important hub for biotechnology.



# Program Highlights

**Radically Rural** is a national annual summit that has been produced by HGC and the Keene Sentinel since 2018. The summit includes seven tracks: Arts & Culture, Community Journalism, Entrepreneurship, Main Street, All in for Health, Clean Energy, and Land & Community. The 2022 Summit offered 17 full length hybrid sessions and 7 in-person roundtable discussions led by 80 speakers from across rural America. Radically Rural also hosted the 16th annual CONNECT Event complete with a fibershed fashion show, local band, and food.

2022 brought 569 attendees from 35 states to the annual Radically Rural Summit.

This year, Radically Rural expanded with year-round virtual programming and the addition of a Programs Assistant. Radically Rural hosted 9 virtual roundtables with 8 partner organizations and over 200 attendees.



**Hannah Grimes Marketplace** serves over 250 producers and growers. The Main Street storefront provides an opportunity to enter and succeed in a retail environment by providing entrepreneurs with a place to sell their product, network with other creators and customers, and gain market exposure. This year, Hannah Grimes Marketplace acquired additional space behind the existing store front for an art gallery and offices.



In 2022, HGM celebrated its 25th anniversary

# About Us

With roots pre-dating the Buy Local Movement, Hannah Grimes Marketplace opened in 1997 and gave, for the first time, visible market access and business technical assistance to a group of regional makers that were primarily women (80%) and primarily-low-and moderate-income individuals.

The Center for Entrepreneurship opened its doors in 2006. Together, Hannah Grimes has 25 years of experience in delivering effective programs with significant measurable outcomes to a diverse set of entrepreneurs and a wide range of business size, stage and sector.

An important part of our effectiveness in serving the nonprofit and for-profit sectors is that Hannah Grimes has started and grown both a nonprofit organization and a for-profit business ourselves. Our programs are not academic, but a result of the real needs that we, our businesses and nonprofits, experience; in short, vital support we know we all need. We attend our own workshops to learn and we create workshops we need. We've made cuts and changes, suffered setbacks and celebrated victories, and have worked to stay ahead of trends just like the businesses and nonprofits that we serve.

As programming developed beyond serving Marketplace members, the Hannah Grimes Center for Entrepreneurship has broadly shared the world of opportunity that entrepreneurship offers by making it affordable, accessible and relevant to a rural and diverse audience by providing space, resources and a thriving and welcoming network. With the advent of the Radically Rural Summit five years ago, our programming has increasingly been shared with and been informed by an expanding national rural network.

# Programs Index

**BioNest** supports the growth of a regional biotech sector by leveraging existing biotech resources, cost advantage and proximity to three major biotech hubs. This biotech focus is built on a successful existing platform of business support at Hannah Grimes that includes space, programs and networking.

**Business Incubator Program** provides support, accountability, and space for small businesses. Entrepreneurs in the Incubator Program meet monthly with Hannah Grimes staff as well as a cohort of other entrepreneurs in the incubator. These meetings provide resources, support, and accountability. Businesses in the incubator may also rent office space at HGC, where they have access to free wi-fi, printer, kitchen, conference rooms, and more.

**Workshops** range from 1-2 hour sessions to multi-day courses that teach participants the skills they need to grow their business, overcome obstacles, and innovate. Workshop topics are wide-ranging and may include content covering Management, Leadership, legal structures, social media marketing, or MicroSoft Excel skills. The goal of workshops is to educate business owners on specific topics without the commitment of a multi-week program.

**PitchFork** brings together entrepreneurs, ideas, and investors. PitchFork offers uniquely local, fun, low-key networking events for the community to learn about promising ideas and businesses that will contribute to a more vibrant local economy. The goal of both PitchFork Growth & PitchFork Challenge is to help small business owners create and practice an effective pitch.

Free **1:1 Coaching** features regional professionals and experts who offer free consultations on a multitude of topics including branding and packaging, biotech, HR, fundraising, business law, energy efficiency, QuickBooks, SEO and website auditing, financing and productivity, as well as guidance in financing your business. In 2022, our coaches and program director conducted 415 individual meetings.

**Business Lab** is a fast-paced, interactive program of 7 classes held over 7 weeks, designed to help business owners create, refine, implement, and present their business case. Business Lab™ provides proven, practical business tools, builds confidence and measurably increases chances for success. Business Lab™ is offered twice a year, as well as two recent iterations of the program that focus specifically on farm and food businesses.



# Space Index

The HGC **Studio Room** is equipped with industry-standard audio, filming, and photography equipment. This private room can record up to 2 guests and is perfect for photoshoots, podcasting, interviewing, and recording. Easy-to-follow manuals to guide those new to podcasting and recording are available in the room.

Hannah Grimes offers affordable, high quality and centrally located **Conference and Meeting Rooms** that hold from 12 - 138 people. These modern spaces are equipped with whiteboards and television screens that support presentations as well as high-speed internet and kitchen access.

Hannah Grimes offers affordable, high quality and centrally located **Office Space** available by the hour. The space includes access to high-speed internet, networked copying, and vibrant networking within the building and the Hannah Grimes Community.



**The HIVE** offers affordable, creative co-working space and includes a kitchen, two phone booths and a variety of workspaces . Whether you are an entrepreneur, a remote worker or a student, coworking offers space that allows for focused work time with high quality internet and a connection to the Hannah Grimes community.