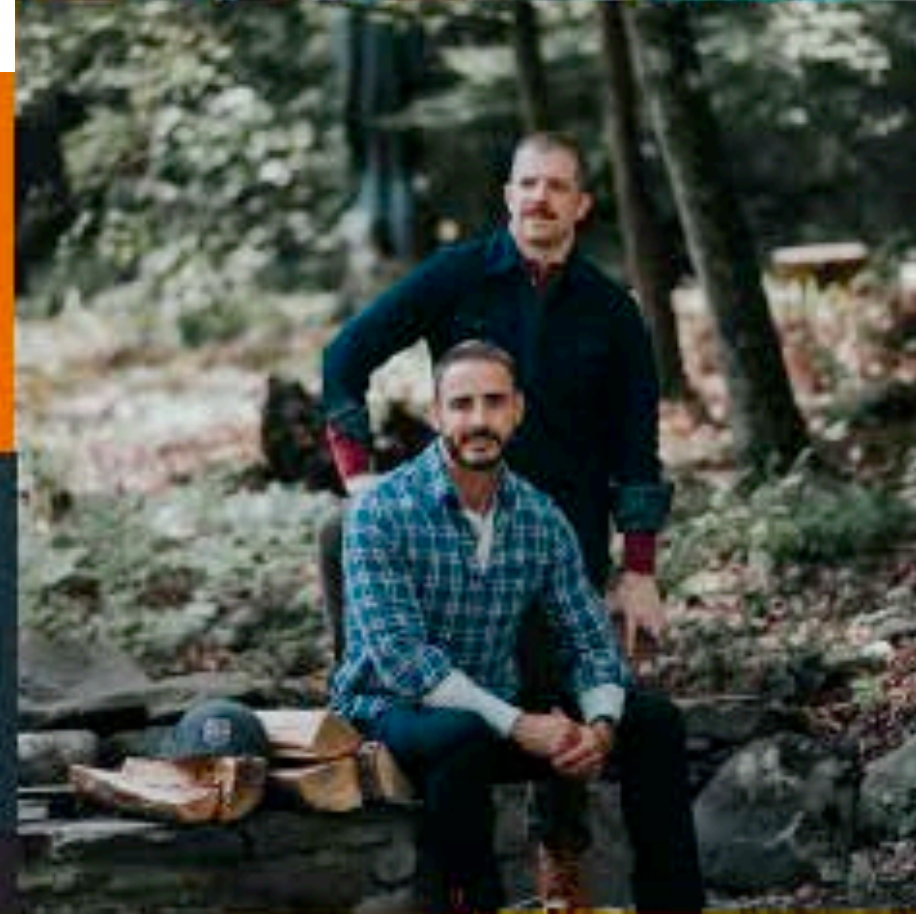


# RESPOND 2021

## *Overview*





# THE FOCUS OF THE 2020-2021 RESPOND PROGRAM WAS TO ENABLE BUSINESSES WITH MINDSET & TOOLSET SUPPORT DURING THE COVID-19 PANDEMIC.

*In sum, HVCI (dba Accel7) **assisted 75+ businesses** through Deep Dives and Dialogues, and **engaged with 25+ partners** through Roundtables and Workshops.*



**Participating companies who reported an advancement in mindset and toolset (which will improve strategy and operations beyond).**

*Note: Companies who excelled highlighted in blue.*

---

*Jaguar Mary*  
*Cornell Creative Arts Center*  
*Ryan & Ryan Insurance*  
*Focus Media*  
*Moving Traffic Media*  
*Essay Consulting*  
*Good Work Institute*

**Cue**  
*Zena Recreation*  
**Clove & Creek**  
*Jah Love Entertainment*  
*Hudsy TV*  
*Farmstock*  
*Do It Right Fitness*  
*Alpine Osteria BB*  
**Senate Garage**  
**Rough Draft**  
**Mount Tremper Arts**  
*TCBY (Kingston)*  
**Hamilton & Adams**  
*Global Local Traveler*  
*Present Post Pics*  
**Hudson Valley Current**

*Sasafras Mercantile*  
*Three Phase Center*  
**Edible Living**  
*Hudson Workshop*  
*Our Network*  
*Pika's Farm Table*  
**Essential Fitness**  
**Plant Seeds**  
**Cron Art USA**  
*Stockade Provisions*  
*RVGA*  
**Bread Alone**  
**Capri for Girls**  
*One Epic Place*  
**Barnfox**  
*Stoneleaf Retreat*



# **RESPOND PROVED THAT COMMUNITY IS THE ANSWER IN SO MANY WAYS**

*ENTREPRENEURS, SMALL BUSINESSES, NONPROFITS  
& PARTNERS / STAKEHOLDERS ARE IN NEED OF A  
COMMUNITY PLATFORM THAT SUPPORTS THEIR  
MINDSET & TOOLSET GROWTH.*

# RESPOND SUMMARY OF **BUSINESS NEEDS**

**FOCUS ON COMMUNITY & OPERATIONS  
TO DEFINE A NEW ECONOMIC DEV MODEL  
IN THE POST-PANDEMIC ECONOMY  
WITH ULSTER COUNTY LEADING THE WAY.**

- 01 BUILD **COMMUNITY** PLATFORM FOR CONNECTION
- 02 BUILD BUSINESS RESOURCES **REPOSITORY** FOR GUIDE
- 03 BUILD **PROGRAM** TO SCALE LOCAL COMPANIES TO HIRE
- 04 BUILD RECRUITMENT PIPELINE OF COMPANIES WITH **JOBS**
- 05 BUILD **FUNDING** PIPELINES TO BRIDGE BUSINESS OPERATIONS



# DEEP DIVES

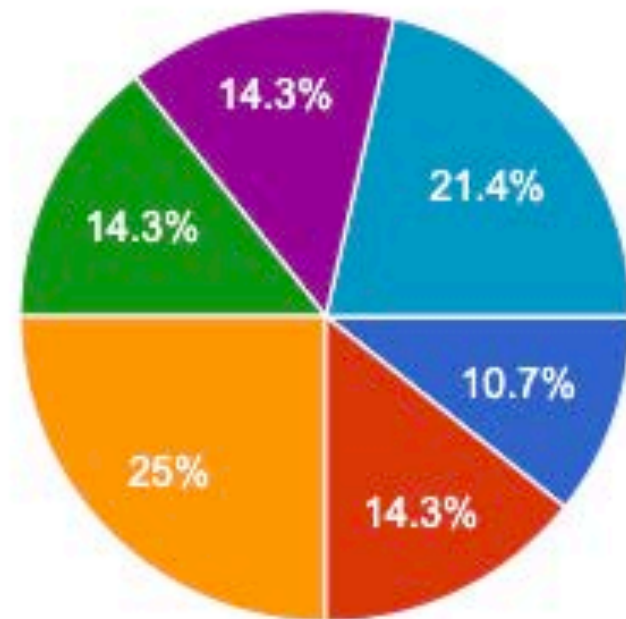
*1:1 coaching, mentor or advisory meeting between an entrepreneur or business owner or nonprofit leader and subject matter expert or industry expert or investor to develop action plan(s) for business growth and implement accountability.*



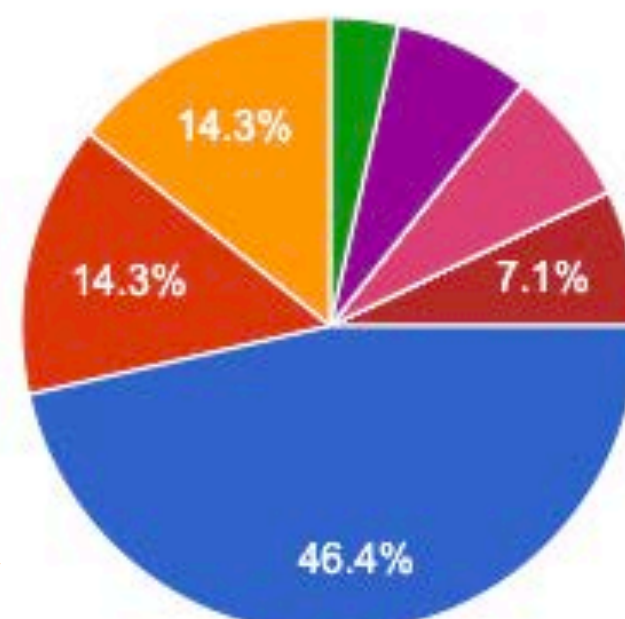
# KEY TAKEAWAY & LESSON

GOING DEEPER HELPS BUSINESSES SUCCESSFULLY  
**CREATE SUSTAINABLE GROWTH STRATEGIES.**

Years Operating

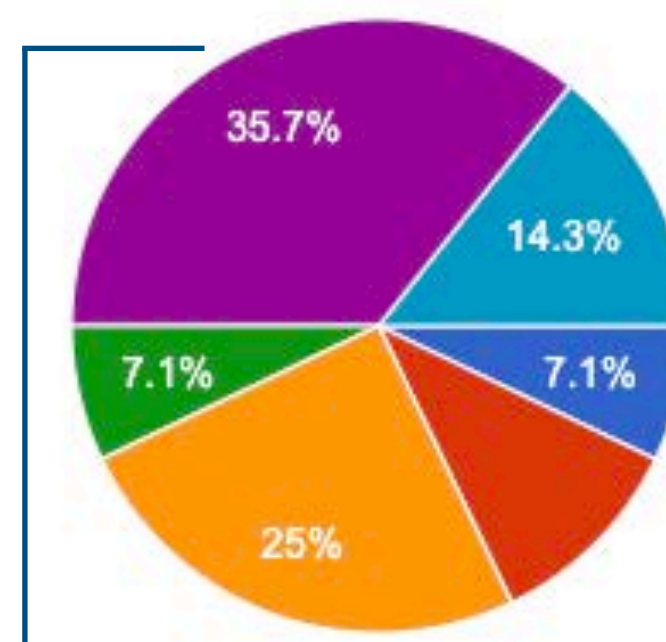


Annual Gross



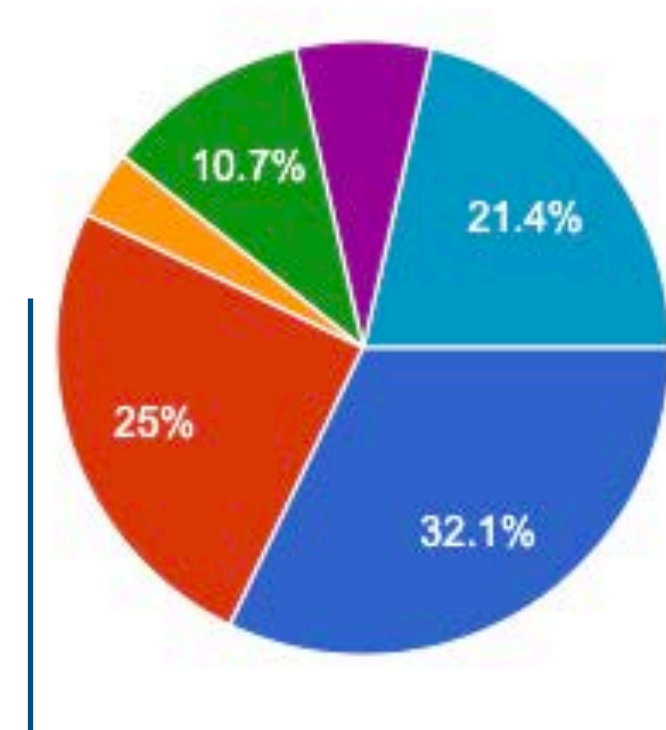
**Local & Family-Owned**  
**<\$100K revenue**  
40% local economy

Revenue Loss



**Local & Family-Owned**  
**25-75%+ loss 2020**

Cash Runway



**Small-Medium Businesses**  
**55%+ 3-6 months**

Core Need(s)



**Startups, SMBs, Nonprofits**  
**60%+ struggling with strategies**  
**to maintain or generate customer revenue**



# CUE HIRED 2X TEAMMATES

***RAISED \$35K DURING THE PANDEMIC FROM  
LOCAL AND REGIONAL INVESTORS, INCLUDING  
FAMILY & FRIENDS.***





# ZENA RECREATION RESTRUCTURED ENTITY

***BOARD PURSUED A NEW LEGAL STUCTURE TO  
ENSURE SURVIVAL AND ALIGN WITH PROGRAMS  
AND REVENUES. ALSO, PREPARED NEW  
PROTOCOLS FOR SUMMER CAMP AND SWIM.***



# OUTDATED CAFE NEW STORE EXPERIENCE

*ALSO, IMPLEMENTED NEW OPEN HOURS  
ALIGNED WITH PROTOCOLS.*





# CLOVE & CREEK OPENED 2ND STORE

***SAW GROWTH IN E-COMMERCE SALES,  
ONBOARDED NEW PRODUCTS AT KINGSTON  
LOCATION, INCREASED TRAFFIC IN TOURISM.  
ALSO, OPENED 2ND STORE IN HUDSON, NY.***





# JAH LOVE ENTERTAINMENT

## FIRST PRO FORMA FINANCIALS

*STRUCTURED COSTS AND EXPENSES TO MAKE  
GROSS REVENUE AND PROFIT FOR INVESTMENT  
IN BUSINESS.*



# HUDSY TV

## PRODUCT DEV FOR 2021 LAUNCH

*HUDSY TV TOOK A PAUSE BUT WORKED ON  
PRODUCT DEVELOPMENT, RECEIVING  
ADVISEMENT FROM RESPOND ON PLATFORM  
DEVELOPMENT.*





# FARMSTOCK

## FUNDRAISING FOR EXPANSION

***FARMSTOCK PARTNERS FOCUSED ON  
FUNDRAISING TO ACQUIRE ANOTHER LOCAL  
BUSINESS AND EXPAND SERVICES/PRODUCTS,  
BUT CONTINUE TO FACE CHALLENGES.***



# Do It Right

Nutrition & Fitness

## DO IT RIGHT FITNESS PIVOT TO VIRTUAL

*LAUNCHED IN Q1 2020, SO HAD TO PIVOT TO  
VIRTUAL AT START OF BUSINESS, WITH  
SIGNIFICANT REVENUE OPPORTUNITY LOSS. ALSO,  
SHIFTED TO CONTENT AND CUSTOMER RETENTION.*



# ESOPUS CREEL PAUSED STORE & GUIDES

***SHIFTED TO ONLINE ORDERS, PICK-UP, AND  
REQUESTING DEPOSITS FOR GUIDES. SAW AN  
INCREASE IN OPERATIONS WITH CUSTOMERS  
WANTING “AUTHENTIC EXPERIENCES ON THE  
RIVER” BUT NOW RUNNING COMPANY BY HIMSELF.***

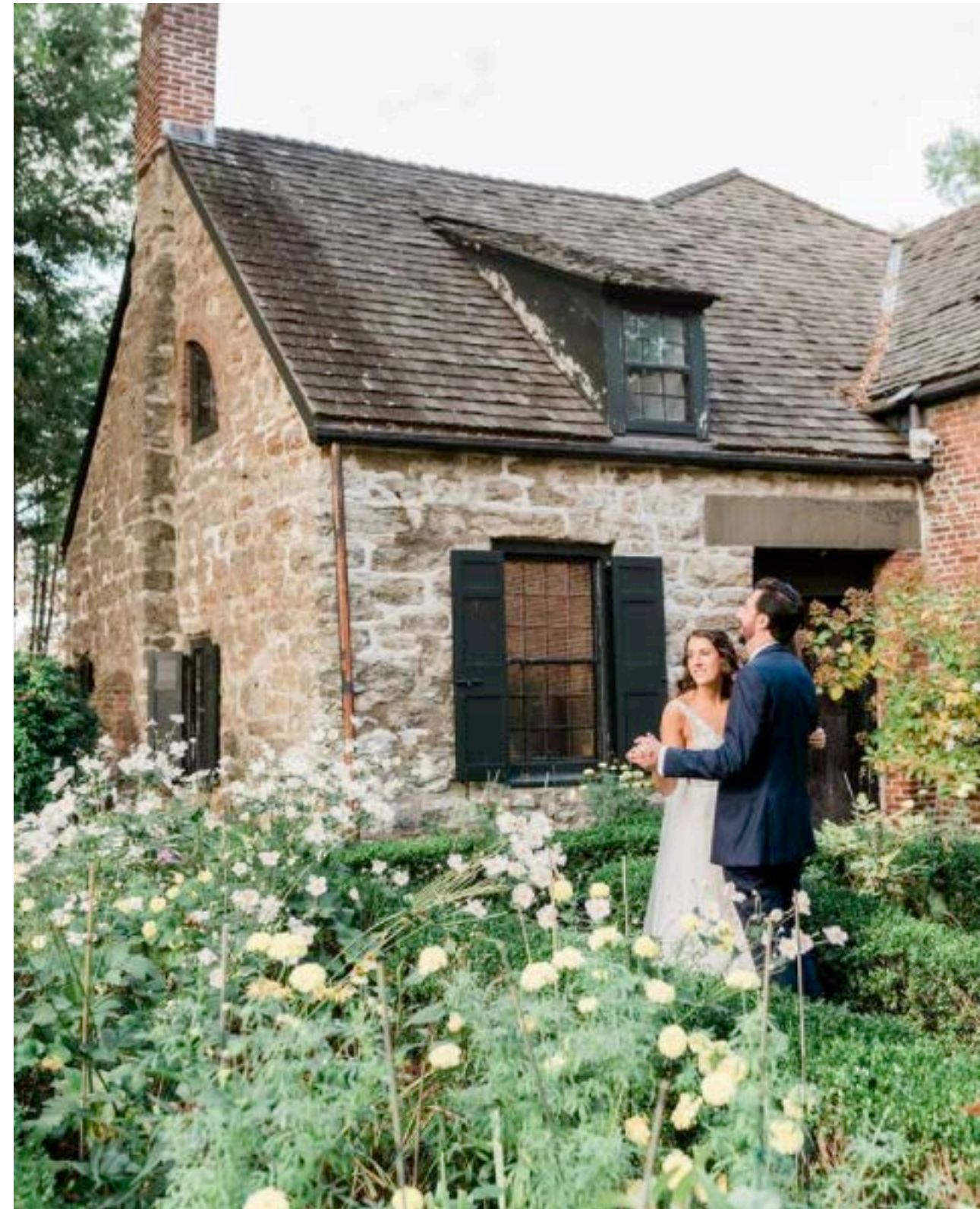




# ALPINE OSTERIA BB PAUSED / CEASED OPERATIONS

***CEASED OPERATIONS DURING THE PANDEMIC  
AND EXPERIMENTED WITH PIVOTING TO  
RESTAURANT WITH DELIVERY, BUT CONTINUES  
TO LOSE BUSINESS TO SHORT-TERM RENTALS.***





# SENATE GARAGE PAUSED VENUE OPERATIONS

***ALSO, RESTRUCTURED COWORKING OPERATIONS AND SPECIAL EVENTS. WAS CAUGHT WITHOUT PROTOCOLS HAVING NOT BEEN IN A NYS COVID-19 PHASE, BUT PROCURED PARTNERSHIP TO RUN WINTER INDOOR FARMERS MARKET.***





# ROUGH DRAFT BAR & BOOKS HOSTED OUTDOOR

***PAUSED OPERATIONS BUT MAINTAINED ONLINE  
SALES, IMPLEMENTED OUTDOOR SEATING  
THROUGHOUT FALL.***





# **MOUNT TREMPER ARTS** **ARTIST RESIDENCY PROGRAM**

***PAUSED EVENT VENUE OPERATIONS HAVING  
NOT BEEN IN A NYS COVID-19 PHASE, BUT  
LAUNCHED RESTORATIVE RESIDENCY FOR 12  
ARTISTS.***





# TCBY (KINGSTON) CLOSED OPERATION

***AS FRANCHISE OWNERS FOR 31 YEARS, CLOSED BUSINESS AND RETIRED. BIGGEST CHALLENGE WAS HELPING EMPLOYEES & PART-TIME STAFF FIND OTHER WORK IN THE PANDEMIC.***

*Special note: Most employees already had other jobs, but are still not making enough to support themselves without a 2nd or 3rd job. This is a most pressing issue.*

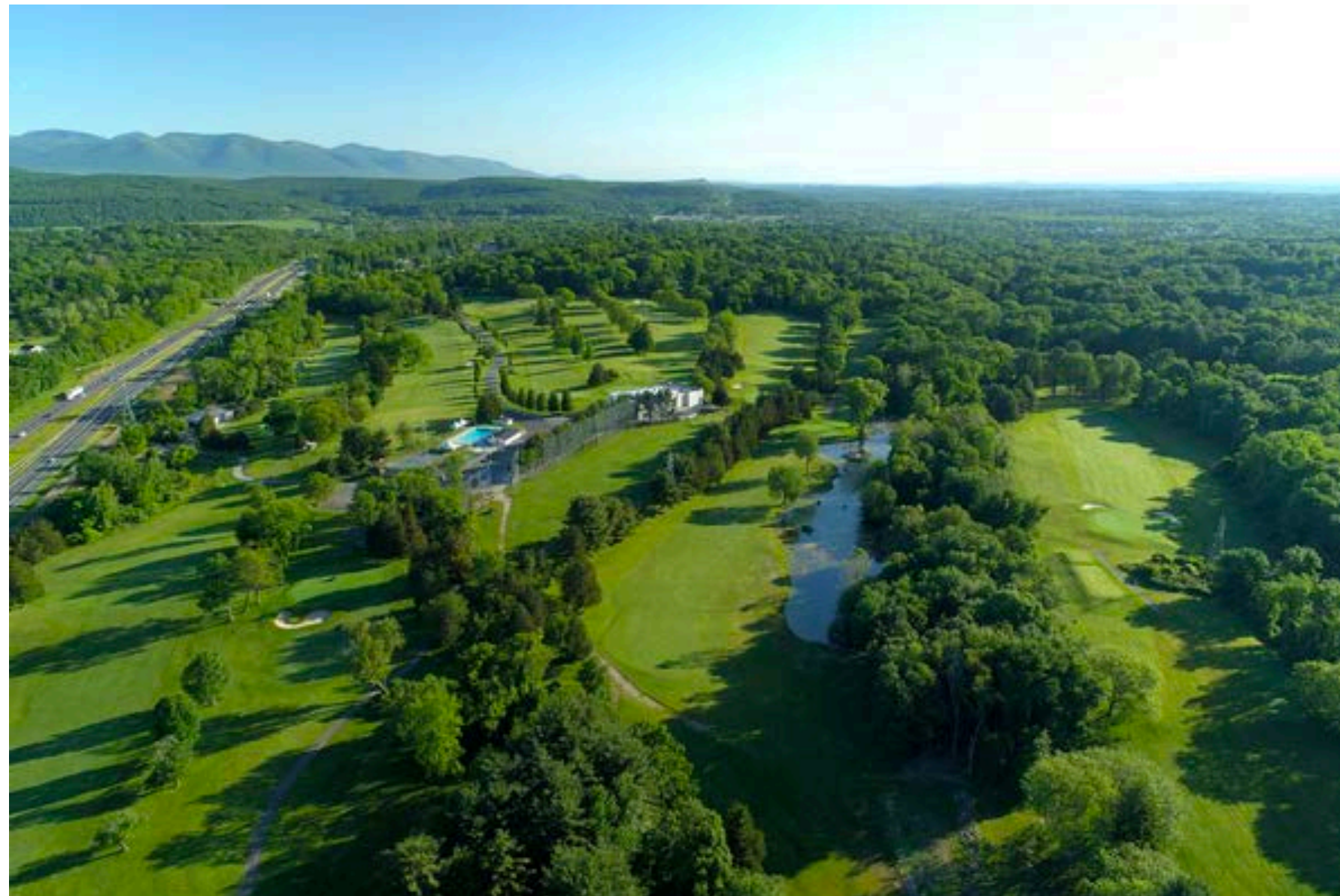




# HAMILTON & ADAMS OPENED 2ND STORE

***ANDREW AND CLARK REPORTED THAT THEIR  
BIGGEST CHALLENGE WAS MINDSET. RECEIVING  
GUIDANCE AND CONNECTING WITH OTHERS  
OWNERS HELPED EMPOWER THEIR OPERATIONS.***





# **WILTWYCK**

## **PIVOTED OPERATIONS**

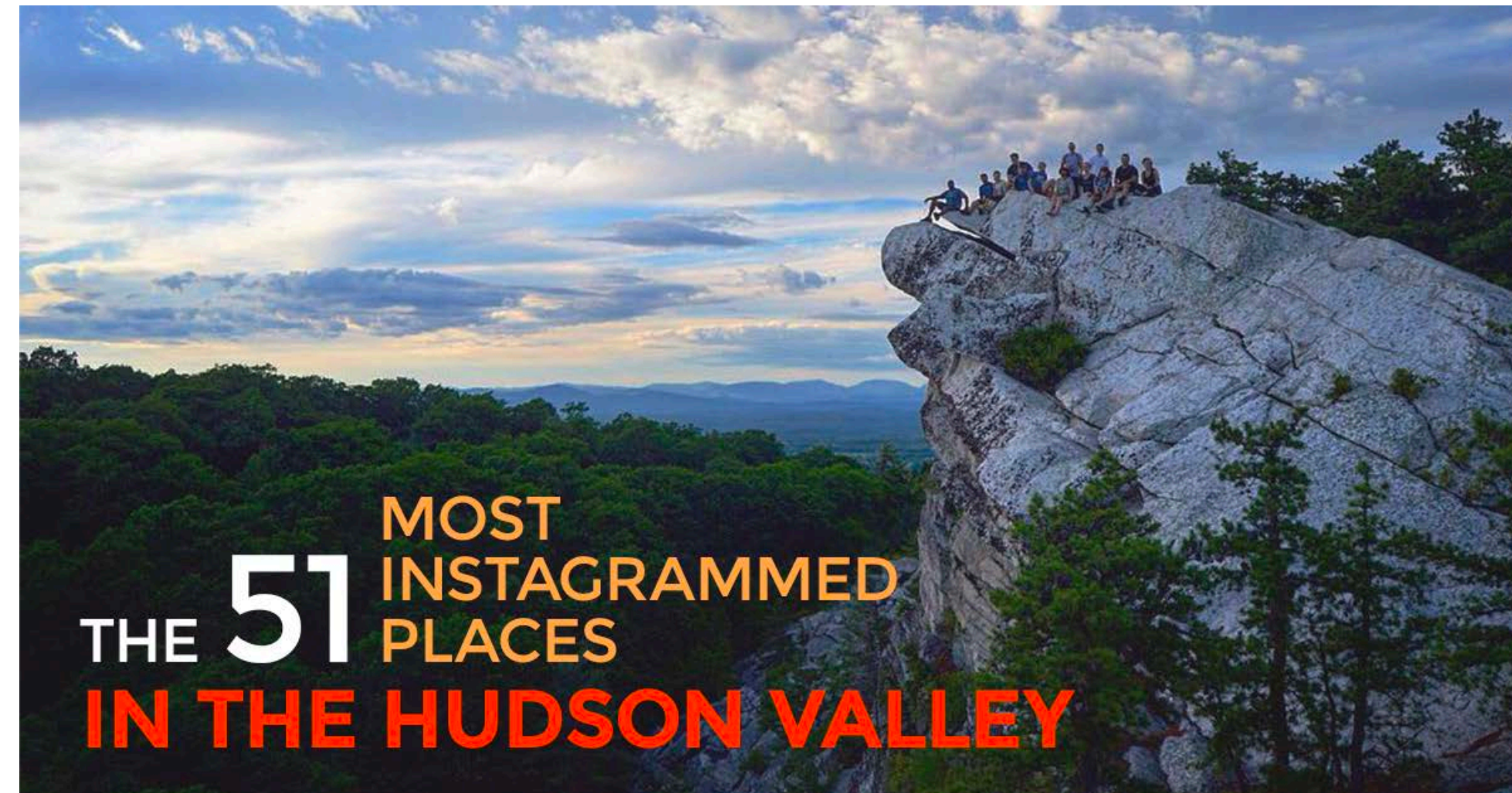
***MAINTAINED REVENUE AND SAW GREATEST INCREASE DURING SUMMER 2020 WITH NEW FAMILIES, HOWEVER, PAUSED INDOOR ACTIVITIES AND EVENT VENUE OPERATIONS.***



# GLOBAL LOCAL TRAVELER CHALLENGED TO LAUNCH

***ORGANIZED BUSINESS AND MAIN OFFERING  
(STORYTELLING TOURS) BUT STRUGGLED TO  
LAUNCH IN PANDEMIC. SHIFTED TO ENGAGING  
NEW PROSPECTIVE CUSTOMERS.***





# PRESENT POST PICS PIVOTED PRICING MODEL

*SAW DECREASE IN WORK BECAUSE OF PAUSE IN  
WEDDING AND OTHER VENUE OPERATIONS.  
ALSO, DEVELOPED A HIRING PLAN FOR FUTURE  
WORK ON WEDDINGS AND EVENTS.*



# PERRY GOLDSTEIN

## COMPANY DUE DILIGENCE

***SOUGHT INVESTMENT IN LOCAL, HUDSON-  
VALLEY BASED BUSINESS MAINLY ALIGNED WITH  
ENVIRONMENTAL-SOCIAL-GOVERNANCE (ESG)  
INDUSTRIES AND CLUSTERS.***





# HUDSON VALLEY CURRENT OPENED CAFE

***HV CURRENT TEAM REPORTED THAT SUPPORT FOR MINDSET DEVELOPMENT WAS THE BIGGEST CONTRIBUTION, AND CONNECTING WITH OTHER BUSINESS OWNERS WHO CAN GUIDE THEM AND CONTRIBUTE TO LOCAL ECONOMIES.***





# SASAFRAS MERCANTILE CUSTOMER CAMPAIGN(S)

***CHALLENGE TO RECOVER 50% REVENUE LOSS.  
SHIFTED TO CUSTOMER ENGAGEMENT AND  
CUSTOMER DISCOVERY TO PROMOTE  
PRODUCTS.***





# THREE PHASE CENTER NEW CREATIVE PROJECTS

***FOCUSED ON NEW CREATIVE PROJECTS WITH  
PARTNERS AND ARTISTS IN RESIDENCE. ALSO,  
LED LOCAL, STUDENT-BASED VOLUNTEER  
PROJECT TO HELP OTHERS IN THE PANDEMIC.***





# EDIBLE LIVING BUILT HOME STUDIO

***MOVED OPERATIONS FROM RENTED STUDIOS TO  
HER OWN BARN ON PROPERTY, BUILDING  
CREATIVE STUDIO TO HOST CLIENTS AND  
PURCHASING EQUIPMENT.***





# HUDSON WORKSHOP PAUSED OPERATIONS

***COMPLETED PROJECTS WITH LOCAL KINGSTON-BASED ESTABLISHMENTS INCLUDING LOLA'S AND FAIR STREET MARKET, BUT DID NOT TAKE ON NEW CLIENTS.***



# OUR NETWORK SEEKING STARTUP FUNDS

***SEEKING STARTUP FUNDS WITH CHALLENGES.  
GIVEN BIG IDEA IN THE SOCIAL MEDIA MARKET,  
TIM IS FOCUSING ON PRODUCT DEVELOPMENT  
BUT ALSO IS STRUGGLING TO FIND LOCAL TALENT.***





# PIKA'S FARM TABLE OPENED 2ND STORE

***SHIFTED TO SHIPPING HOMEMADE PRODUCTS  
VIA UPS. PARTICIPATED IN LOCAL FARMERS'  
MARKETS IN AREA. MAINTAINED STRICT  
COVID-19 SOCIALLY-DISTANCED POLICIES.***



# ESSENTIAL FITNESS PAUSED OPERATIONS

***OFFERED FREE CLASSES FOR OVER A YEAR TO MAINTAIN CLIENT BASE, BUT IS GAINING NEW REVENUES IN 2021. BIGGEST CHALLENGE HAS BEEN SECURING DISASTER LOAN GIVEN PERSONAL CREDIT, WHICH SUFFERED IN PANDEMIC.***

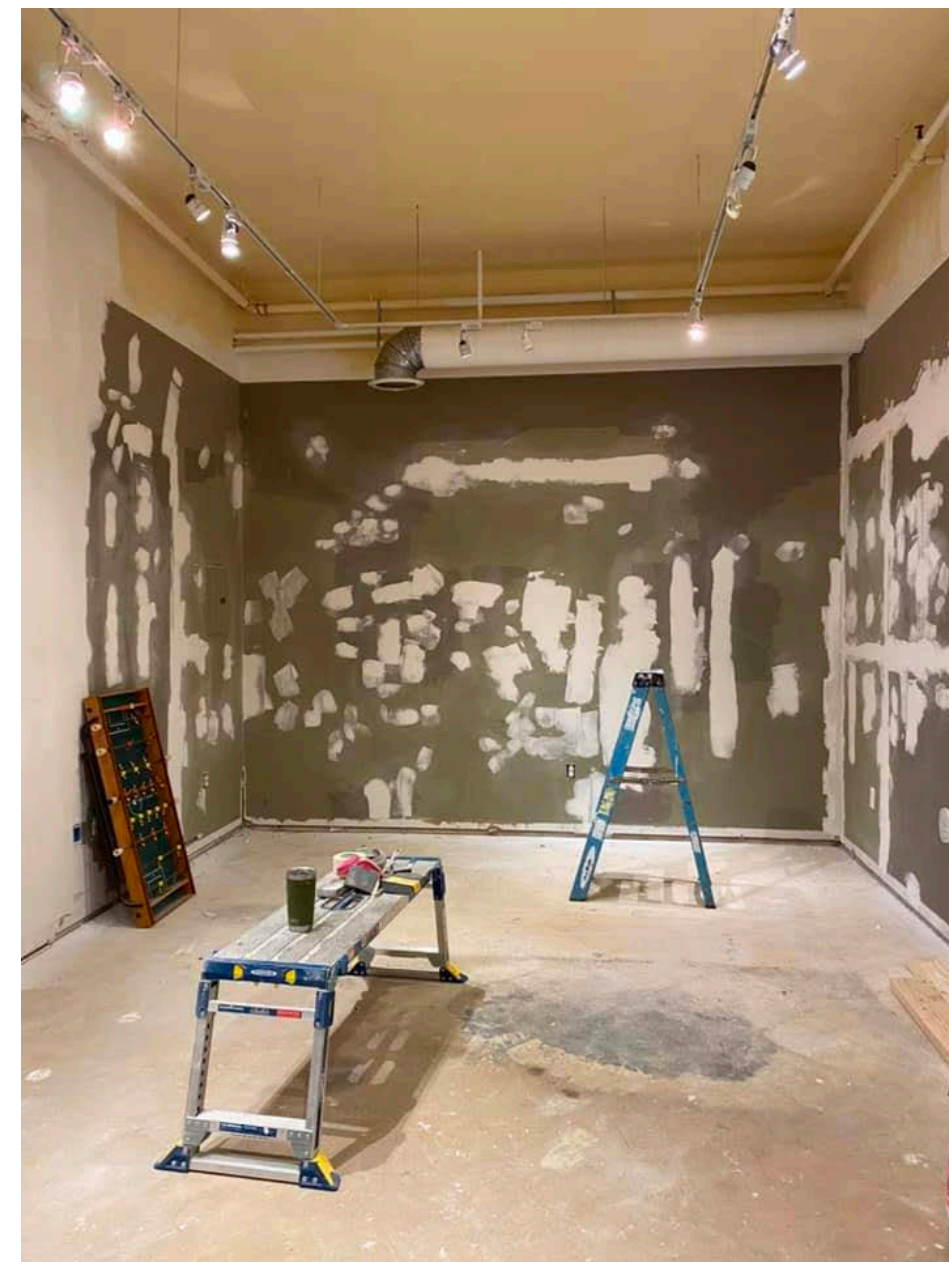




# PLANT SEADS NEW PARTNERSHIPS

***SECURED NEW PARTNERSHIPS TO LAUNCH  
PROJECTS FOR SOCIAL JUSTICE, INCLUDING  
FARMERS MARKETS AND COMMUNITY CENTERS.  
MAIN CHALLENGE IS CONNECTING WITH OTHER  
STARTUP FOUNDERS AND TEAMS IN THE REGION.***





# CRON ART USA EXPANDED STUDIO

***SECURED BUSINESS MODEL ACTION PLAN TO  
SUPPORT STUDIO EXPANSION AND RETAIL/  
COMMERCIAL SALES. ALSO, CRONART USA  
REPORTED THAT MAIN CONTRIBUTION WAS  
MINDSET DEVELOPMENT.***





*Special note: Picture is not representative of actual business.*

# STOCKADE PROVISIONS SECURING \$70K

***TESTED BUSINESS MODEL WITH ADVISORS AND  
PARTNERS. SECURING \$70K FOR BUSINESS  
LAUNCH IN KINGSTON, NY.***





# ROUNDTABLES

*Small group meeting of thought leaders and industry experts with entrepreneur(s), business owner(s), and/or nonprofit leader(s) to discover insights and decide on actions for business support and economic development initiatives and/or implementations.*



# KEY TAKEAWAY & LESSON

CONNECTING BUSINESSES ACROSS CLUSTERS SUCCESSFULLY  
**CREATES SUSTAINABLE GROWTH STRATEGIES.**

**10** RESPOND BUSINESSES  
GREW IN THE PANDEMIC

**30** RESPOND BUSINESSES  
IMPROVED MINDSET READINESS

**20** RESPOND BUSINESSES  
LAUNCHED NEW PROJECTS

**50** RESPOND BUSINESSES  
UTILIZED TOOLSETS & METHODS



# BUSINESS ASSOCIATIONS NEED NEW ECO DEV MODEL

**SBDC**

**RVGA**

**HVEDC**

**PATTERN FOR PROGRESS**

*Such partners and organizations are supporting businesses and niche industries in specific ways, mainly through Advocacy and Programming, but the new economic development model must be based on Operational Support.*





# CAFES & RESTAURANTS NEED BUSINESS REPOSITORY

***BREAD ALONE***

***HUDSON VALLEY CURRENT***

*Community of businesses is very important, but all startup and small business operators are asking for access to “evergreen and advanced” toolsets to help with growth, for example a database of contacts to access local talent and other resources.*



# COWORKING NEED TO SUPPORT TALENT LOCALLY

## ***MANY MAIN PLAYERS AND CONTACTS***

*Coworking spaces need help, but they see the main challenge as helping the coworkers in their spaces - the entrepreneurs, businesses, creatives, etc. To do this, most are starting to think about exploring a partnership program to share spaces and resources across spaces and locations, in order to help the coworkers.*





# ARTISTS & CREATIVES NEED EDUCATIONAL CAMPAIGN

## ***MANY MAIN PLAYERS AND CONTACTS***

*An educational campaign promoting the value of mentorship, coaching, and advisory support will help artists, creatives and startup and small business operators alike to take advantage of resources.*





# BUSINESS EXECUTIVES NEED MORE LARGER EMPLOYERS

## ***MANY MAIN PLAYERS AND CONTACTS***

*With the regional economy driven largely by government, education, and healthcare, much of the local economies are made-up of small businesses. With the rise - but also strain - of the real estate market, residents and families need more options for jobs and careers, especially with companies with annual revenues greater than \$2M in the ballpark of \$15-50M. This means not only more jobs, but more families.*



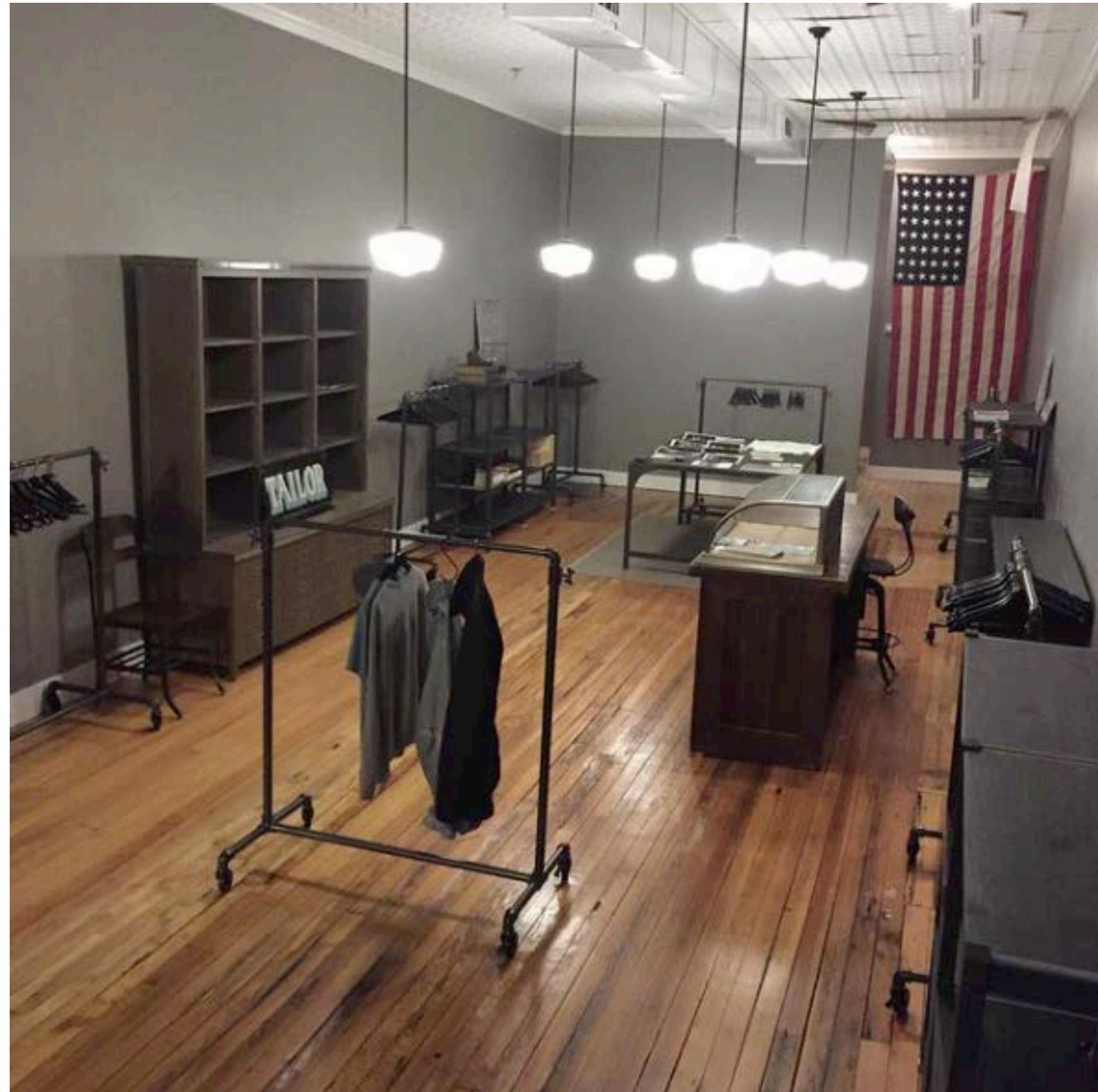


# STARTUP COMPANIES NEED COMMUNITY PLATFORM

## ***MANY MAIN PLAYERS AND CONTACTS***

*With a limited amount of (scaling or scalable) startups operating presently in the region, most founders need more connections to fellow entrepreneurs and investors. Also, as part of this struggle, the need exists for talent to support operations. Creating a community of engagement and insight will connect minds, talent, and money.*





# RETAIL & STOREFRONTS NEED NEW “BANKABLE” SUPPORT

## ***MANY MAIN PLAYERS AND CONTACTS***

*With many retail locations ceasing operations and even closing, or having to entirely pivot their operations to a new model, most share that their cash reserves and cash-on-hand are low with a short operational runway. Meanwhile, most are struggling and failing to secure disaster or bridge loans because of their now-poor personal credit (~630 or lower), even though monies were used to pay their own employees. A new program must be considered to support small businesses during disaster.*





# THOUGHT LEADERS NEED TO BUILD CULTURE

## ***MANY MAIN PLAYERS AND CONTACTS***

*Most of the regional economy is changing, but tourism remains the “beast of business” in the Hudson Valley, with \$625M annual monies supporting local businesses who make up 90% (but only 40%) of the local economies. With considering operational and strategic projects such as Tech City. Broadband, etc., the most important focus is committing to building a culture of community moving forward, which includes talent, affordable wage, affordable housing, and other key pillars of business growth.*



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# RESPOND 2021

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