

Frequently Asked Questions

Who can apply?

Entrepreneurs who are Johnston County residents and are willing to commit to the timeline of the program.

Are there any exclusions?

Due to the unique needs of the following subsets, LaunchJoCo will not accept applicants from non-profit organizations, multi-marketing companies or franchises.

What are the program requirements?

- Attend one class weekly (dinner provided) for twelve weeks (Entrepreneurship Academy) that teaches you to grow your business
- Complete weekly homework assignments that grow your business
- Actively participate in class to learn to grow your business
- Work with a mentor (at no cost to you) for six months to grow your business

What types of classes are part of the Entrepreneurship Academy?

Courses may vary slightly and include How to Start a Small Business, Financing and Cashflow, Basic Bookkeeping, Labor Laws and Tax Essentials, How to Build Your Credit Score, Social Media and Marketing, and more.



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What is the timeline for LaunchJoCo 2022?

- Applications will be accepted through October 31, 2021.
- Virtual Interviews will occur early November and notification of acceptance into the program will be the week of Thanksgiving.
- Kickoff will be January 18, 2022, at the Clayton Center.
- Courses will run every Tuesday evening from 5:30 -9:00 (this includes your dinner time) from 1/25/22 – 4/12/22.
- Graduation and Mentorship culminate on May 3, 2022.

Will this be a live course?

This program will be best offered in a live format. Currently, we are planning to offer the courses live at the JCC Small Business Center. Contingency plans will be made for a virtual format as well.

Is this for new businesses or existing businesses?

LaunchJoCo has been designed for individuals who have a business that they are actively working in or making strides to open. Often entrepreneurs build the business and work in it more than they work on it. This program is also relevant for a young company that wants to strengthen their business by learning best practices and filling the gaps of steps missed during the first years of operation.



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I have a business partner, should they apply as well?

Yes, we feel that to get the most benefit of the program, we highly encourage business partners to take this journey together.

If I apply with my business partner and they must drop out of the program, may I continue the program myself?

Yes, we will not penalize you if your partner leaves the program.

I don't have a business idea yet but am hoping this program inspires me to figure it out. Can I apply?

No, although we want to support you as an entrepreneur, LaunchJoCo is not an appropriate resource for you currently. We would encourage you to reach out to the JCC Small Business Center for other opportunities and resources at <https://www.johnstoncc.edu/continuing-education/smallbusinesscenter>

Have a question not answered on this sheet?

Call the Clayton Chamber of Commerce at

(919) 553-6352

