



To inspire and contribute to the vibrant culture of innovation in the New Haven community.

Elmseed Office Hours

10am - 12pm

Drop-ins Welcome!

Address your business questions and concerns with dedicated Yale student volunteers.

For more information visit elmseed.org



Collab Office Hours

Thursdays, 3 - 5pm

Fridays, 1:30 - 3:30pm

Collab is a small business, nonprofit, and for-profit support program committed to serving Connecticut entrepreneurs. Get one-on-one advice about obtaining capital, mentorship, and other resources for entrepreneurs based in Connecticut. For more information about Collab, visit collabnewhaven.org.

Register at nhfpl.org/ives-squared



EIR Office Hours

Tuesdays, 12 - 2pm

Wednesdays, March 6 & 13, 4 - 6pm

Wednesdays March 20, 6 - 8pm

Make an appointment at nhfpl.org/ives-squared



Register for all Exchange programs and office hours at nhfpl.org/ives-squared

How to Finance Your Small Business

Tuesday, March 12, 6 - 7:30pm

Meet the Community Economic Development Fund's director of lending, Ricardo, Vidal, for the inside story on applications, documentation and business plans.

Learn the fine points concerning:

- What lending institutions consider when evaluating your application.
- What important information you must include in your business plan.
- The difference between banks and nonprofit lender requirements.
- Financing decisions that can cripple or destroy a small business.

Register at nhfpl.org/ives-squared



B. A. I. L. (BANKER, ACCOUNTANT, INSURANCE, LAWYER)

Thursday, March 28, 5:30 - 7:30pm

The team that every business owner needs! Come find out with the Women's Business Development Council how to build the professional connections to support your mission.

Register at nhfpl.org/ives-squared



April Sneak Peak:

SCORE Entrepreneur Series

Wednesdays in April, 5:30 - 7:30pm

This series of 4 workshops will help participants establish a business plan, understand basic financial statements, learn how to build a recognizable brand, understand legal issues in starting and running a business. These business workshops are sponsored by the Small Business Association (SBA) and SCORE. SCORE is a nonprofit association dedicated to the success of small business in America offering free and confidential advice on starting and growing your small business.

For more information visit newhaven.score.org



Entrepreneur-in-Residence: Rick Callahan

Rick is the founder and CEO of Krative – a branding, marketing, and design agency in the heart of downtown New Haven. He has been an invited speaker, panelist, and consultant at numerous business, branding, marketing, and design-related events, workshops, classes, board rooms, and conferences. Rick uses analytical and psychological insights to connect with business owners, change-makers, and entrepreneurs. He assists clients with strategically planning, designing, implementing creative solutions and more.



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Got Swag? Part I

Wednesday, March 6, 6 - 1:30pm

This program is open to all, especially local and regional nonprofits, to use the machines in Ives Squared to make tote bags and vinyl stickers to help promote their businesses. EIR, Rick Callahan, will walk through the basics of effective branding and logo design. Co-CIRs, Jackie & Ryan, will show visitors how to take their logos and translate them to vector-based files for the vinyl cutter and laser cutter machines.

Got Swag? Part II

Wednesday, March 13, 6 - 1:30pm

Co-CIRs, Jackie & Ryan, will show visitors how to take their vector-based files and create tote bags and other promotional materials for new businesses. EIR, Rick Callahan, will walk participants through how to effectively use branding on promotional materials.

Lunch & Learn: How to get found on Google - The Basics

Thursday, March 21, 12 - 1pm

Join Rick Callahan for a beginner-level class on how to get your website/business found on Google. Using Google My Business, Google Analytics, and Search Console, you'll be ready to have your business found online.

Small Business Website Help

Friday, March 29, 12:30 - 1:30pm

Need help with marketing your site, getting higher on Google, or just not sure if your site is as good as it can be? Join us for a free session, open to anyone in need of help with their website.

Register for all Exchange programs at
nhfpl.org/ives-squared