



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

### Elmseed Office Hours

Saturdays, 10 am-12 pm



Elmseed

### Drop-ins Welcome!

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

For more information visit [elmseed.org](http://elmseed.org)

### Collab Office Hours

Thursdays, 3-5 pm

Fridays, 1:30-3:30 pm

COLLAB

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](http://collabnewhaven.org).

### Ives Squared Tour

Wednesday, September 11, 6 pm

2nd Wednesday of the Month

Come by and learn about all the services that are available with your NHFPL card.

### Orchid Cafe - Now Open!

Monday - Thursday, 10 am-7:30 pm

Friday - Saturday, 10 am-4:30 pm

Orchid Café actively employs graduates and current students of ConnCAT's culinary arts program and is intended to help local talent "transform their lives" through culinary arts. Orchid Café on the Green is their second café location to open. In this partnership, we are excited to support community-focused programming and exceptional hospitality.



Register for all Exchange programs and office hours at [nhfpl.org/ives-squared](http://nhfpl.org/ives-squared)

### How to Use Canva:

#### An Interactive Graphic-Design Workshop

Wednesday, September 11, 6-7 pm

If you don't know what Canva is, you are missing out on an incredibly helpful and free graphic-design tool website! Discover Canva and how to use it to create flyers, banners, social media posts in all formats and more with this interactive workshop. Beginners welcome!

#### Tune Up Your Brand Resonance for Marketing Success with the CEDF

Tuesday, September 17, 6 - 7pm

Problem: How do you stand out in a sea of brands? Solution: By harnessing the power of harmony, consistency, momentum and impact. Through interactive exercises, you'll discover ways to express how you want your brand to make people feel, who is in your tribe, and how to articulate your brand's superpowers.

#### How to Access Funding for Entrepreneurs

Thursday, September 26, 6-7:30 pm

Are you an entrepreneur who needs funding to kickstart or grow your business? Accessing funding can be a barrier to starting and growing. In Connecticut, there are organizations that are dedicated to supporting entrepreneurs – particularly people of color, women, and immigrant entrepreneurs – in accessing funding for their venture.

Join us for a panel discussion featuring some of these Connecticut organizations to answer questions like: How do I know I need funding? And how much? What steps do I need to take to access funding? What organizations exist to support me in those steps?

\*In your registration, please indicate if you will be needing childcare in order to attend.

## FUNDING

How to Access Funding for Entrepreneurs



CITY OF NEW HAVEN

# Meet Eric L. Rey

## Entrepreneur-in-Residence

September 2019 - January 2020

**E**ric L Rey is a dynamic speaker and facilitator with a talent for bringing people together. He began his career working with men and women returning home from incarceration to help them find the basics like, a job and housing to more elusive things fulfillment, and resilience. Eric also serves as a coach to nonprofit executives, new entrepreneurs, and is a mediator and a trainer. Creating spaces of inclusion and safety are his strengths and reflect his passion for people. In addition to his private coaching practice through Potent Perspective Coaching he also started a soup delivery service with his brother called Sopa! New Haven.

### Office Hours:

Wednesdays 10am-12pm

Thursdays 3-5pm

### Entrepreneur-in-Residence Meet and Greet

Thursday, 5 September 2-3pm

Register for all EIR programs and office hours at [nhfpl.org/ives-squared](http://nhfpl.org/ives-squared).



## About Ives Squared

To create and sustain a vibrant entrepreneurial ecosystem in New Haven, the New Haven Free Public Library recognizes that access to new technology, collaborative work space conducive to sparking ideas, and opportunities to learn new skills and network with mentors must be readily available to all residents without prohibitive barriers. Ives Squared provides a socially-inclusive, trusted “third place” that fosters a culture of innovation and promotes an entrepreneurial mindset by connecting residents with the people, tools, and resources to advance their ideas.



**CITY OF NEW HAVEN**