



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

Elmseed Office Hours

Saturdays, 10 am-12 pm
Drop-ins Welcome!



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

For more information visit elmseed.org

Collab Office Hours

Thursdays, 3-5 pm
Fridays, 1:30-3:30 pm



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.

February Preview

Steps to Improve Your Business Internet Visibility

Tuesday, February 11, 6-7:30 pm

Familiarize yourself with a checklist of best practices that impact your website, your local search listings and social media accounts to be sure you haven't ignored any easy wins. Get an overview of SEMrush a professional toolkit you can access free through the library and learn more about Pay Per Click (PPC) advertising and why you might want to engage a specialist for assistance with ad campaigns or SEO projects.



Carving Your Path in Digital and TV Production

Monday, January 13, 6-7:30 pm

This workshop is designed to help creatives, production and post-production crew, and talent navigate their way through the industry through providing tools in getting in the door of their dream job, building their network, developing their craft and climbing the ladder of success.

Twelve Tips for Getting a Small Business Loan

Wednesday, January 15, 6 – 7:30 pm

Understanding how things look from the lender's point of view can help prepare a small business for a successful effort to raise debt capital. Focus on what's truly important to move toward to secure lending support.



Mastering Instagram and Twitter for Your Business

Wednesday, January 22, 6-7:30 pm

Social media is the name of the game these days for businesses and nonprofits seeking to get more traction and outreach. If you're overwhelmed by the idea of marketing your venture on Instagram or Twitter, take this class and ease your mind by learning the basics of both platforms, and how helpful they can be to your continued success.



Making the Most of Canva

Wednesday January 29, 6-7 pm

Canva.com is a powerful, free online tool that can help you not only with drafting engaging, aesthetic social media visuals, but creating a standout resume, exciting flyers, unique business cards and more. Learn the ins-and-outs of this fantastic resource by going through the process of making a social media post on the platform with our instructor.



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

Entrepreneur-in-Residence: Eric L. Rey

Eric 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, 10 am-12 pm

Thursdays, 3-5 pm

Make an appointment at: nhfpl.org/ives-squared

Artist Entrepreneur Series: Christina Kane

Thursday, January 16, 2-3 pm

Come meet Christina Kane, Co-Curator & Artist at Studio i, and learn about her experiences as an installation artist and champion working to bolster the start-up culture in New Haven.



Christina Kane



Marisol Credle

Songwriting Workshop with Marisol Credle

Wednesday, January 22, 5:30-6:30 pm

Join Marisol Credle, founder of Top Secret Song Writer, for a workshop on how to dig deep to discover/uncover their own unique voice.

Stay Focused with Eric Rey

Friday, January 3, 2-3 pm

Thursday, January 9, 2-3 pm

Thursday, January 30, 2-3 pm

Join Entrepreneur-in-Residence, Eric Rey, for a session on how knowing and understanding your purpose can impact your business.

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