

STARTUP SEED·SPOT SPRING TRAINING 2025



IMPACT REPORT

PROGRAM OVERVIEW



50 Educational
Sessions

36 Guest
Speakers

32 Offered in
English

18 Offered in
Spanish

5 WEEKS
of programming

\$49,000
grants awarded

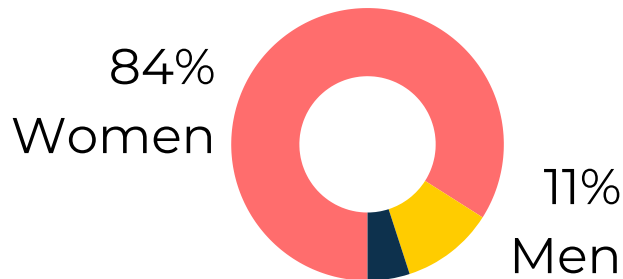
209 Participants

90% AZ Based

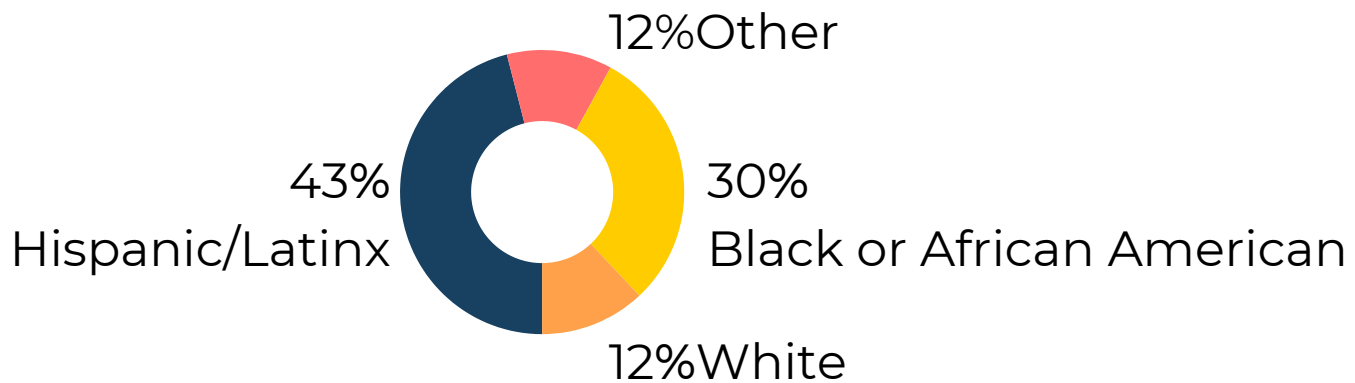
60% New
Participants

DEMOGRAPHICS

Gender Identities



Race



96% Underrepresented



SESSION HIGHLIGHTS

Most attended sessions

47 How To Avoid The Top 10 Legal Business Mistakes

42 Navigating Cash Flow

35 Step into your Power- From Owner to CEO

“Thank you so much for the opportunity. This is great with so much quality information. I received a lot of take away and look forward to seeing what they do for my business.”

MENTORSHIP

“ My mentor was incredibly helpful and reignited my excitement for working on my business. Our conversation gave me clarity on my next steps, and the initial feedback on my website was valuable. I especially appreciated the encouragement and practical insights. ”



**112 MENTOR
SESSIONS**

**32 EXPERT
MENTORS**

STRATEGIC
PLANNING

DESIGN
THINKING

FINANCIALS

MARKETING

2-DAY LAUNCH CAMP

A bootcamp style workshop that takes place over 2-days, hosted at Heritage Headquarters in Downtown Phoenix

25 ATTENDEES

15 LIVE PITCHES



IN-PERSON MENTOR EVENT

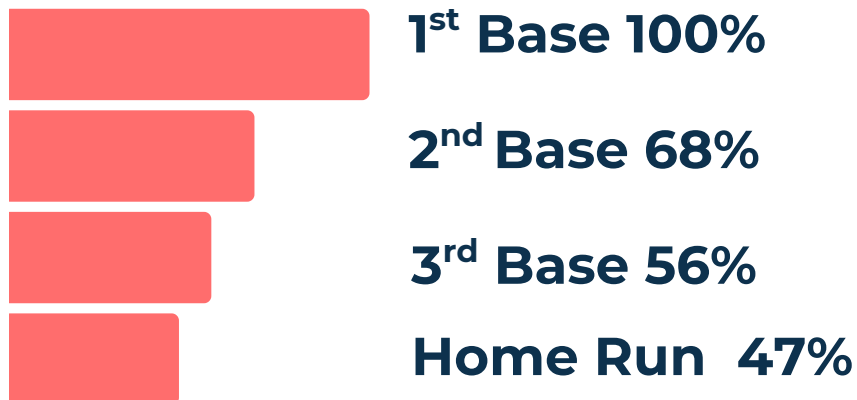
MADE POSSIBLE BY



PARTICIPATION & GOALS



Bases accomplished



“ I really look forward to the different workshops that are offered at no cost. This is really helpful as a startup LLC and taking advantage of just great resources for small business development.”

“ Es de mucho beneficio para la comunidad saber que existen espacio como este. el aprendizaje da seguridad.”

In the next 3-6 months, I will...

Create a consistent social media marketing plan

Understand my target market

Officially form an LLC

Interview potential customers

Test with an MVP



**THANK YOU TO OUR
DONORS, SPONSORS, AND
SUPPORTERS WHO MAKE
STARTUP SPRING TRAINING
POSSIBLE!**

**STARTUP SEED-SPOT
SPRING
TRAINING 2025**