

LAUNCH CHRISTIANSBURG



Launch Christiansburg is an educational program focused on helping current and prospective Christiansburg businesses thrive. At the end of the program, participants will deliver a business pitch with the opportunity to be awarded up to \$5,000 in business investment grants.

Business Sessions

Begins September 3, 2025, and will run on consecutive Wednesday evenings from 5:30 to 8:30 p.m.

Date

Knowing Yourself and Your Customer (Assumptions, Working Styles, Team Building, Obstacles)	09-03-2025
Finding the Right Solution (Solution, Benefit, Advantage, Starting Small, Brand Identity)	09-10-2025
Getting the Relationship Right (Marketing and Message, Getting, Keeping and Growing Customers)	09-17-2025
Building Blocks (Distribution, Revenue, Typical Offering, Price)	09-24-2025
Discovering the Bottom Line (Startup and Ongoing Needs, Fixed and Variable Costs, Breakeven)	10-01-2025
Financial Modeling Part 1 (Breakeven Point, Sales Projections)	10-08-2025
Financial Modeling Part 2 (Cash Flow, Raising Capital)	10-15-2025
Structures and Systems (Legal and Accounting Considerations)	10-22-2025
Planning for Growth (Growth Plans, Goal Setting, Celebration Prep)	10-29-2025
Pitch Competition	TBA
Awards Ceremony	TBA



Guidelines/Rules for Participation

1. Those interested should register online at www.christiansburg.org/launchchristiansburg by **July 31, 2025**.
2. Along with the registration, participants living within Christiansburg's Town limits are required to pay a program deposit of \$200 per attendee. Non-resident applicants who plan to locate their business in Christiansburg are required to pay a deposit of \$300 and are eligible to win grant funds. These deposits will be returned upon full completion of the Launch Christiansburg program. Failure to achieve full attendance, complete a business canvas, and participate in the pitch competition will forfeit their deposit. Non-resident applicants who do NOT plan to locate their business in Christiansburg are NOT eligible to win grant funds, and are required to pay a \$100 non-refundable deposit.
3. All grant award funds must be utilized by a business located in the Town of Christiansburg. Therefore, any business located outside of Town limits will be ineligible for the grant.
4. Participants must be 18 years of age or older and must live in the New River Valley. Christiansburg residents will get priority when applying for the program.
5. Existing businesses must be up to date on all local business licenses (Town only) and applicable taxes.
6. Business proposals will be scored using several criteria – strength of business canvas, quality and impact of pitch night presentation, Launch Christiansburg program attendance, etc.
7. If applying as a team/partnership, at least one person must be designated as the leader and attend **ALL** classes (with exception noted below), pitch night, and be involved in development of business canvas.

Guidelines/Rules for Participation

continued

8. Attendance is **expected** for all ten class sessions (held weekly from 5:30 – 8:30 p.m.) to be eligible, and is expected for the business pitch/presentation as well. However, the participant may be granted one excused absence with prior notification provided to Miles Campbell, Small Business Solutions Manager for the Town of Christiansburg.
9. In the unlikely event that the program requires postponement, there will be an announcement sent by email (or text if requested by the participant). A make-up session will be announced in the same way.
10. Participants should be on time to **ALL** class sessions. **If the participant is more than 15 minutes late for any session, they should Miles Campbell as soon as possible. The applicant could be disqualified for failure to participate and may forfeit their ability to have the \$200 program deposit returned.**
11. At the pitch competition, a panel of independent judges (professionals involved in entrepreneurship, small business, and/or economic development) will score the participants. The judge identities may not be revealed.
12. An **electronic copy** of the business canvas must be submitted to mcampbell@christiansburg.org. The deadline for canvases will be announced during class.
13. Submitted ideas/canvas marked as “Proprietary and Confidential” are protected by non-disclosure, where all entry materials will be treated as company confidential. The only persons with access to the entry materials will be judges and select members of the organizing committee. Materials will not be distributed to any other party, unless requested by entrant.
- 14. THE DECISION OF THE JUDGES IS FINAL.**
15. All participants agree to complete an impact report to document strengths and weaknesses of program.
16. Each winning participant is encouraged to meet (at least monthly) with a designated “mentor” or business counselor to share information, go over the books, etc. for a minimum of six months. Each Release of Funds Request requires a mentor or business counselor signature verifying they have met with the owner about the business.
17. Each winning participant must complete a W9 for release of award funds.
18. If you are a past, first place winner in any Launch Christiansburg program, you are ineligible to compete again.
19. Grant awards are for qualified business expenses only, and should be identified in the business canvas. Grant award funds are only released as reimbursements for eligible expenses with a copy of invoice and proof of payment. All grant fund reimbursements must be submitted by May 31, 2026.
20. Awards are non-transferrable/non-negotiable.
21. Participants agree to complete an economic development impact survey at the 1-year, 2-year, and 3-year post-event marks.
22. Small, Women and Minority-Owned businesses, and Service-Disabled Veteran businesses are encouraged to apply.

How to Find Out More:

Contact Miles Campbell at mcampbell@christiansburg.org.

— Launch Christiansburg Funders/Sponsors —

Diamond Sponsor: National Bank of Blacksburg



Gold Sponsor: Montgomery County Economic Development



Silver Sponsors: Montgomery County Chamber of Commerce, First Community Bank



Additional Sponsors: WFXR, Erin Alley PLLC, Carter Bank & Trust

Participation Agreement

Attendance by participant is expected for all ten class sessions, held weekly from 5:30-8:30 PM to be eligible, plus the business pitch/presentation. However, the participant may be granted one excused absence with prior notification provided to Miles Campbell.

I, _____ (please print your name in the blank provided) have read and understand the Launch Christiansburg program participation requirements including participation in the pitch competition as outlined in this document's rules for participation.

Signature of Participant: _____

Date: _____

Please list all business owners:

Please list your project team (business partner, business manager/supervisor, or spouse/partner):

