

BizSprint | El Paso

Applications close October 30, 2020

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BizSprint | El Paso

Arrowhead's BizSprint accelerator leads a cohort of participants through an intensive, 6-week program, focusing on the early stages of product or service development before a business invests significant time, money, and resources.

The goal of this program is to accelerate El Paso County small businesses and startups to drive economic growth by addressing the more immediate needs brought on by the challenges of COVID-19 and the subsequent economic fallout (e.g. bringing business online, considering new markets, and customers, solidifying brand identity, etc.).

Through BizSprint, you will receive mentorship, coaching, and a pool of resources to move your business forward.



PROGRAM OFFERINGS

El Paso BizSprint will take place from November 6, 2020, to December 11, 2020.

Six-week virtual accelerator (meet every Friday from 10:00 a.m. to 12:00 p.m.) to include the following topics:

- Product/business uniqueness
- Customers and competition
- Product/Market fit
- Pivots and tailoring your product/business
- Online branding, marketing, and social media
- Resources, funding, and moving forward
- Strategic Doing session to identify assets and resources

One-on-one customized assistance to each participant outside of weekly classes (to include weekly meetings and a two-page report with customized resources, next steps, contacts, etc.), evaluation of participants' business plan, and/or guidance on creating/pivoting business plan.

Over the six weeks, different **resources** will be highlighted (e.g. funding organizations, complementary economic development organizations, etc.).

Follow on support to include one-on-one **customized assistance**, and access to Arrowhead resources.

Up to **\$25,000** in Amazon Web Service Credits.

Up to **\$125,000** in IBM Cloud Credits.

PROGRAM REQUIREMENTS

- The business owner or entrepreneurial lead and business must be based in El Paso County.
- To successfully complete BizSprint, teams are expected to conduct 15 customer interviews. Our instructor team will provide guidance to help you successfully complete this requirement.

If you have any questions please contact Arrowhead Center at cmurguia@nmsu.edu

WHAT YOU'LL GAIN

Pre-Recorded Curriculum

Participants learn on their own peace and come to the class prepared for a group discussion

Industry Experts

Industry experts are hosted on each week's session according to the curriculum

Access to 40+ Advisors

Participants get access to AIN, a network of experts (Accounting, IP, Marketing, Funding, Strategy, etc)

We are not accepting applications for this Sprint at this time. Please subscribe to the Arrowhead Center newsletter to stay up-to-date on our Sprint schedule.

[Subscribe Here](#)

Teaching Team



Carlos Murguía

Director of International Entrepreneurship Services

Carlos Murguía serves as Arrowhead Innovation Fund's Associate Fund Manager, a general early stage seed fund that primarily focuses on New Mexico's regional strengths in the agriculture, biotechnology, health/devices, information technology, engineering, energy, and water technology industry sectors. He is responsible for overall program operations, including the development and implementation of business support programs and industry ecosystems to help startups maximize growth and success. Carlos also collaborates with the Technology and Commercialization Office, which protects, manages, and commercializes the creative products of New Mexico State University. Carlos recently completed the HBCUvc fellowship, a program that provides fellows with venture capital skills training, mentorship, and the opportunity to build professional relationships with seasoned investors and entrepreneurs. He earned a BS in Industrial Engineering from Tecnológico Nacional de México, Campus Uruapan, a Masters of Science in Industrial Engineering from NMSU and a Yellow Belt Lean Six Sigma Certification from the Lean Six Sigma Institute. Carlos is a 2017 NMSU Outstanding Graduate awardee.

Carlos can be reached at cmurguia@nmsu.edu or at (575) 646-2025



Dana DeRego Catron

Director of Strategic Operations | SBIR Program Director

Dana Catron serves as the Director of Strategic Operations and SBIR Program Director for Arrowhead Center, where she is the Director of Arrowhead's accelerator programs, SBIR assistance program, NM FAST, and provides support on strategic planning, operations, grants, written communication, and program development. She also serves as Arrowhead Center's northern NM liaison, where she represents the organization at events and functions, serves on advisory councils, presents on programmatic initiatives, and performs outreach. Dana received her bachelor's degree in Animal Science from Washington State University and a master's and Ph.D. (in progress) in Rhetoric and Professional Communication from NMSU.

Dana can be reached at dderego@ad.nmsu.edu or at (505)-469-8411.



Isabella Pedicone

Program Specialist, Sr.

Isabella Pedicone is a Sr. Program Specialist for NMSU's Arrowhead Center. Born and raised in Las Cruces, Isabella is an NMSU graduate and has a Bachelor's of Business Administration with a major in Marketing. She worked in marketing for a leading, international metal-frame pool and inflatables manufacturing and distribution company based in Long Beach, CA. Later, she worked in product development for DirecTV Headquarters in El Segundo, CA, rolling out new products in Latin America. After returning to her beloved hometown of Las Cruces, she provided marketing services as part of a full-service marketing agency, Sinuate Media, LLC. At Arrowhead Center, Isabella is committed to helping establish and run accelerator programs that service entrepreneurs and further economic development in New Mexico and the borderplex region.

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