Living Local 413:

413 Entrepreneur Initiative

A collaborative regional initiative to identify, support, and amplify local entrepreneurs across Western Massachusetts. Spearheaded by Living Local 413 in partnership with Common Capital, this initiative unites three powerful efforts.

Program 1: 413 Entrepreneur Spotlight Event Series

What it is: A monthly event series showcasing local entrepreneurs in partnership with regional business organizations.
Goal: Give visibility, feedback, and networking to local entrepreneurs.
Impact: Drive collaboration and opportunity within the business community.

Program 2: 413 Resources & Matchmaking Directory

What it is: A searchable database + interactive intake forms that match entrepreneurs with local business support organizations.
Goal: Eliminate the guesswork in finding help.
Impact: Reduce barriers, connect people to the right support at the right time.

Program 3: Entrepreneurial Barriers Research Project

What it is: A data-driven initiative to understand and dismantle the real obstacles that entrepreneurs face in Western MA.
Goal: Influence local policy, improve funding strategies, and better design programs.
Impact: Long-term systemic change for underserved business communities.

Support this new initiative!
Initiative Sponsor – Support all three components at once
Event Sponsor – Sponsor individual or multiple 413 Entrepreneur Spotlight events
Platform Sponsor – Support ongoing development of the 413 Resources matchmaking tool
Research Sponsor – Fund the data collection, analysis, and publishing of the barriers report

Program Partners

#1 SBA Microlender in Massachusetts
CommonCapital
Small Business Lending. Big Community Impact.

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