



## **For Immediate Release**

### **NW Innovation Resource Center Announces the Launch of Project Reinvent and Startup NW as Part of Long-Term Efforts to Address the Impacts of COVID-19 on Small Businesses**

**Bellingham, WA** – November 9, 2020. Today, the NW Innovation Resource Center announced that it is launching Project Reinvent as part of resiliency efforts to address the economic impacts of the COVID-19 pandemic. These programs will provide direct support for innovative small businesses and startups that are building or rebuilding their enterprises.

Many startups fail, typically lacking key resources for technical, project management and business support, all areas impacted by the pandemic. An increasing number of small businesses; and 2) to explore entrepreneurial opportunities and engage in workshops to expand on their innovative ideas. Dislocated workers who may be taking this time to develop their own ideas will become part of StartupNW. StartupNW provides the resources to help workers bring new technologies to their base of knowledge and receive assistance with all aspects of starting their business, from validating the ideas to seeking seed funding.

“In collaboration with NWIRC and Workforce Snohomish, we are excited to announce the creation of StartupNW and Project Reinvent to assist entrepreneurs, support innovation, and create opportunity during this unprecedented time,” said Snohomish County Executive Dave Somers. “Snohomish County is an emerging leader in technology, including partnerships with Microsoft and Amazon. We are powering the technology, on the future and setting a course for the next successful global company to be in our backyard. This is just one of the many things we are doing to help with COVID-19 economic recovery and long-term resiliency.”

“Collaborating with Workforce Snohomish to design this program has provided an opportunity for small businesses to refresh their entrepreneurial expertise with the help of our startup business programs,” said Diane Kamionka, Executive Director NW Innovation Resource Center. “The diverse range of industries and well-trained workforce in northwest Washington provide options for individuals geographically and economically diverse to explore innovations. Working together as a region strengthens us as individuals and as a whole and builds resiliency in our regional economy.”

Individuals or businesses that are interested in learning more or participating in Project ReInvent can find more details at <https://nwirc.com/programs/project-reinvent/>.

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The NW Innovation Resource Center is a nonprofit organization that builds innovation capacity within northwest Washington. It assists entrepreneurs and inventors in developing their individual business strategy and execution as they move from idea to success and add to the economic resilience of the region. For more details please visit [www.nwirc.com/](http://www.nwirc.com/).