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PFLUGERVILLE COMMUNITY DEVELOPMENT CORP. LAUNCHES ENTREPRENEUR STARTUP SUPPORT CENTER PROGRAM

PFLUGERVILLE, Texas (January 13, 2025) — The Pflugerville Community Development Corporation (PCDC) announces the launch of the Startup Support Center, a digital business accelerator program on January 15, 2025. The new platform empowers entrepreneurs by accelerating the development of innovative products, services and technologies. Additionally, it aims to enhance the operational capabilities of small businesses, fostering growth and driving economic advancement.

Program Highlights:

- **Comprehensive Curriculum:** Participants will access a curriculum that addresses entrepreneur startup and small business needs, from business planning and sales strategies to advanced marketing technologies including CRM and marketing automation tools, such as ChatGPT.
- **Inclusivity and Accessibility:** Designed for a diverse range of entrepreneurs, the program caters to newcomers and established owners seeking further growth through advanced training.
- **Enhanced Support Services:** Enrollees will receive prioritized support from local agencies and organizations to facilitate their business success.
- **Robust Regional Partnerships:** The program includes collaborations with Texas State Small Business Development Center (SBDC), Texas Venture Alliance, Central Texas Angel Network, Pflugerville Chamber of Commerce, City of Pflugerville, Workforce Solutions Capital Area, BCL of Texas, Economic Growth Business Incubator (EGBI), and the Pflugerville Library.

This startup support initiative directly aligns with the PCDC's Comprehensive Economic Development Strategic Plan 3.0 (CEDS 3.0), approved by the Pflugerville City Council in April 2024. The initiative aims to build a robust entrepreneurship ecosystem as part of our 'Pfuture workforce' strategy, dedicated to cultivating local business growth and developing the next generation of workforce talent.

"This program is an important opportunity for local entrepreneurs to advance their businesses and enhance the economic landscape of Pflugerville," said Terri Toledo, PCDC Interim Executive Director. "We are committed to providing the necessary support, resources, and guidance to assist in reaching their business goals."

The Startup Support Center Program is poised to significantly impact small businesses in Pflugerville, driving economic development and community engagement through strategic education and support.

“By providing engaging, expert-led online startup training, entrepreneurs can get a solid plan in place, as well as demonstrate to community leaders that they are ready for more investment of time, money, and resources,” said Zachary Barker, Founder at Startup Support Center. “This system is designed to connect entrepreneurs to the people and programs, like the local Small Business Development Center (SBDC) or economic development organization, at the point when those programs are most needed and best able to help.”

The program is free, and interested participants can sign up on January 15 through the PCDC website at www.pfdevelopment.com/business-pfirst/entrepreneur-hub.

About the Pflugerville Community Development Corporation

Formed by voter approval in 2001, the PCDC is a Type B corporation funded by a one-half-cent sales tax collection. The Pflugerville City Council appoints a seven-member board to oversee policy, and the organization employs five staff members to support programming and operations. The PCDC is responsible for attracting, retaining, and expanding businesses to create jobs and increase tax revenue, in support of economic and community development. For more information, visit www.pfdevelopment.com.

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