

# Innovative Incubator Turning Wine Country into Startup Country

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TEMECULA, CA, USA, December 10, 2015 /EINPresswire.com/ -- The Temecula Valley Entrepreneur's Exchange is a business incubator serving the needs of hi-tech startups in the growing City of Temecula in Riverside County. The city, long known for its rolling vineyards and local wineries, is welcoming entrepreneurs in a wide variety of industries to inquire about membership in the incubator, which provides a range of services to help them launch and grow their companies into successful businesses.

Southern California Wine Country could also one day become known as Southern California Startup Country or even Silicon Valley South if local business advocates in the South Riverside County city of Temecula had their way.

The city, which straddles Interstate 15 at the county's southern border, has been known for its dozens of local wineries with thousands of acres of vineyards scattered among its rolling hills and quiet suburban neighborhoods. Now, Temecula is attracting the attention of innovative young companies led by entrepreneurs looking to put down roots and grow their businesses with the help of the Temecula Valley Entrepreneur's Exchange. Located in the former city hall complex, the organization more commonly referred to as TVE<sup>2</sup> (or TVE squared) serves both as an incubator for technology companies and as a business

resource center providing a host of services to business of all types.

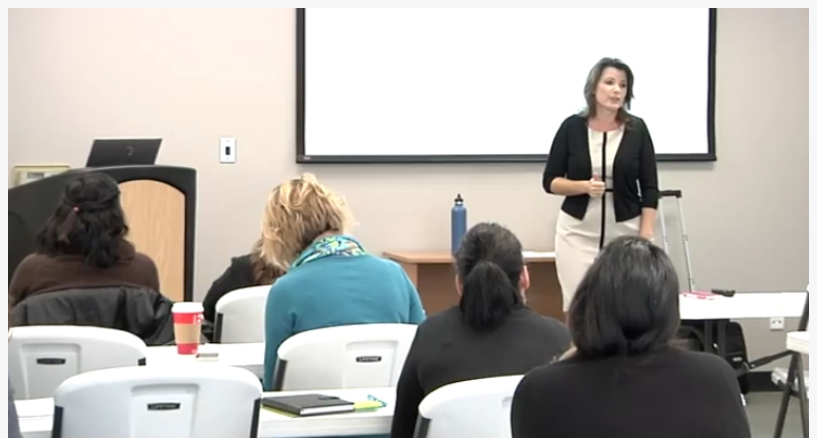
In an interview with California CEO online magazine, City of Temecula Economic Development Analyst and Manager of TVE<sup>2</sup>, Cheryl Kitzerow says the center is a reflection of the city's "forward-



Temecula Valley Entrepreneur's Exchange



Cheryl Kitzerow, Manager of TVE<sup>2</sup>



incubator/business resource center

software development companies in an effort to create more of those high-tech, high wage paying jobs here in the community that has such a strong tourism, retail and advanced manufacturing base already."

Through its partnership with the Inland Empire Small Business Development Center (IESBDC), TVE<sup>2</sup> is able to leverage its relationships with business consultants, mentors and other experts to provide assistance to entrepreneurs looking to develop, maintain or expand their companies. Paul Nolta, Assistant Director of the IESBDC says the organization does this by hosting educational workshops on a variety of subjects including HR, taxation and business planning. Business owners can also meet directly with a team of consultants for hands-on help on such topics as accounting, finance, marketing and government contracts.

"What makes the incubator unique here in our situation is that it wasn't just focused on one sector. It's more of an incubator/business resource center." Nolta continued, "So we really have two parts coming together where the incubator side is bringing like-minded entrepreneurs together in a forum where they can bounce ideas off of and have direct access to a business resource center."

One of the companies currently benefitting from the services of TVE<sup>2</sup> is Inviscid Software LLC manufacturer of business software for clinics specializing in applied behavioral analysis. Inviscid CEO Mark Adams says he approached the incubator for help to properly address the everyday operational needs of a growing business. "We had a bunch of technical guys who knew how to make software and knew the industry we wanted to work with, but we didn't have any idea how to handle HR, accounting or legal or marketing or any of these sorts of things to actually create a successful company, not just a successful product. So we found this organization, and they have been an incredible help for us."

The comradery among the leaders of the incubator companies has generated a spirit of collaboration that Susie Flores, Founder and CEO of Coordinated Care Systems found so appealing when she joined TVE<sup>2</sup>. "That was one of the most exciting draws actually coming to the exchange. Knowing there was a group of other entrepreneurs with ideas of creating either something new or improving upon something that already exists in the market and having that energy where we're all building something new, yet we're cheering each other on," Ms. Flores says. "There's very much that energy of 'we're a group that wants to build something new.'"

In addition to Inviscid Software and Coordinated Care Systems, other TVE<sup>2</sup> incubator companies include Ranked Fame, Seed Equity Capital Partners, LifeLinkx, Hawk Analytics, Acuityhire.com, and a number of other up-and-coming start-ups. But the City of Temecula is welcoming more entrepreneurs in the hope of attracting more new innovative businesses that will want to make the city their corporate homes and potentially create high-paying career type jobs to satisfy a growing well-educated workforce. "The City has very strong partnerships with our local commercial broker community, and so we see it as part of the resources we provide to help companies graduate from here and open their own doors in the City of Temecula," says Ms. Kitzerow. She went on to say that new entrepreneurs and start-ups may apply for membership to TVE<sup>2</sup>. The application can be found on the website at TVE2.org. Interested individuals may also call the incubator for additional information at (951)506-5180.

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