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Slingshot and Satellite Forge Partnership to Transform Coworking Space

Scotts Valley, California -- (BUSINESS WIRE) — Slingshot SV and The Satellite Centers today announced a partnership that teams the community workspace centers of The Satellite with the business incubation and business acceleration tools and mentors of Slingshot.

The program is the first of its kind within the coworking industry. More and more startups and small businesses are based in cowork centers, with a growing need for help to develop a business model from initial ideas or overcome a roadblock in the advancement of an existing business. The partnership aims to address challenges in the coworking space and spark true community-led business change—grounded in four core capabilities:

- Slingshot’s Unique Educational Portal for businesses;
- Critical Resources for small businesses when they need them
- Vetted People Resources for advice and mentorship
- Community of People to share ideas, talent, and best practices

The new solutions will be built in a collaboration that draws on the distinct strengths of each company: Slingshot’s incubator capabilities, with the power of the Satellite community and space.

“We partner with organizations that build community and teach entrepreneurs how to turn ideas into thriving businesses. If you are launching a startup or business and only have a few people, you should really try to get into a coworking space. It can be more cost effective, but that is not the best reason to do it. You’ll get knowledge sharing, energy, and a lot of camaraderie,” said Andrew Van Valer.

“When starting a new business – or continuing an ongoing one – there are always market ‘gaps’ that prove too difficult for many early stage companies to overcome. This often ultimately results in promising businesses falling by the wayside. Working together with Slingshot, we’re hoping to address these barriers to benefit small companies, our communities and the local economy,” said Barbara Sprenger

About Slingshot SV
<http://slingshotsv.com>

Headquartered in Silicon Valley, Slingshot SV is dedicated to revitalizing small business, entrepreneurship, nonprofits, startups, local economies, by supporting the people that run them! Slingshot takes strategies large companies have access to and makes them available to the small business community.

About The Satellite Centers
<http://thesatellitecenters.com>

The Satellite helps businesses reduce facility costs, reduce attrition and absenteeism, meet environmental goals and have the flexibility to open in new regions without the hassle of long term leases. They help individuals work close to home, but away from the distractions and isolation of working at home. Satellites benefit communities, through avoided commutes (and gridlocked roads and emissions) while supporting walkable communities and vibrant town cores by enabling local knowledge workers to work closer to home.