

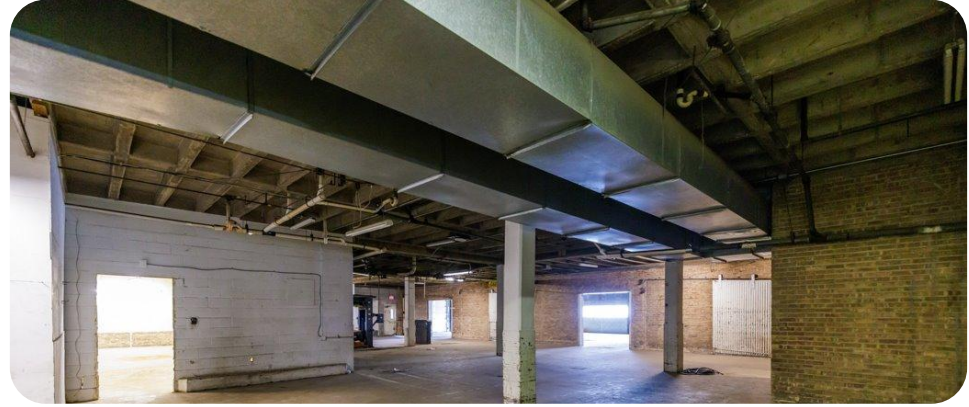
# How to Build Momentum

Kris Priemer  
Owner @Momentum Entrepreneurship Hub

How did we go from this..



How did we go from this..



How did we go from this..



To this..




To this..



\*On Paper

Mathematics  
and Computer  
Science



Web  
Design/Client  
Projects



Custom  
Software



## What Mattered

Creative  
Problem-Solving

Persistence

High-Level  
Customer Service

Never Satisfied with  
the Status Quo

Curiosity to Ask  
"Why?"

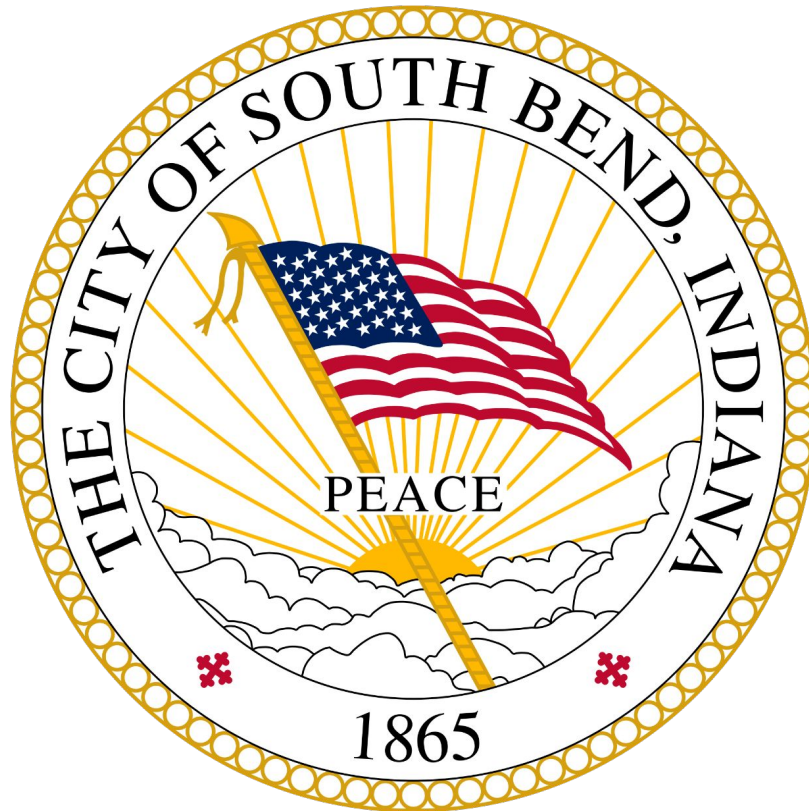
Relentless Focus on  
Customer  
Experience

Seizing Opportunities as They Come

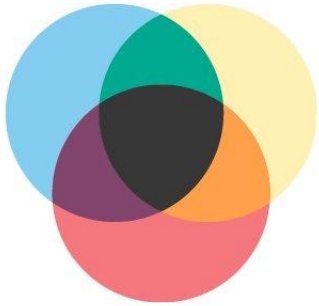


How did this come about?

How did this come about?



How did this come about?



VENNLI™



Learning to  
describe...

What value do  
you bring?

What do you  
do?



## What Didn't Work

~~Apolleau Water~~

~~Mercuri Trading~~

~~Amondegreen~~

~~CodeInClass~~



## But What Helped

Learning how to describe problems/solutions

Reading / constant learning

Showing up

Being uncomfortable

#

Relatable

“Founders build a higher baseline for chaos. What feels insane to others becomes normal to them.”

“Your capacity to endure pain determines the size of the problems you can solve.”

???


## Questions

What would make someone drive 25 minutes to get to a space?

What frustrated people with other offerings?

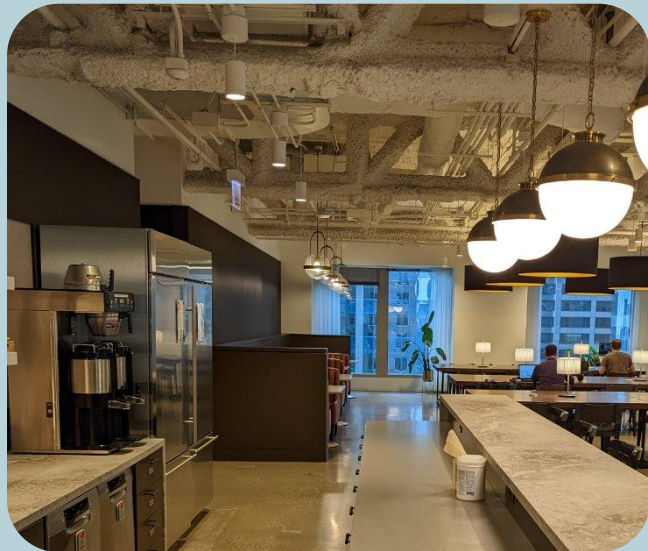
What can we do better than anyone else?

What doesn't exist here that we've seen work other places?



What's a problem you've  
experienced in the last 7 days  
that annoyed you?

**ASK:**  
What's Possible?





## Lots of Research

- ❖ Tours
- ❖ Conversations
- ❖ Pitches

- ❖ More conversations
- ❖ Customer  
Interviews
- ❖ Happy Hours



If you had \$1,000 and 7 days to start something, what would you build?



Morphed into...



## The Gap in South Bend's Entrepreneurial Ecosystem

Lack of a central hub for entrepreneurs to gather, collaborate, and connect.

Graduating students find it difficult to integrate into the regional ecosystem.

Entrepreneurs often leave South Bend due to loneliness and lack of community.

Investors struggle to find local startups to invest in.



## The Gap in South Bend's Entrepreneurial Ecosystem

Existing spaces lack diversity and amenities.

Disparate resources cause confusion and underutilization.

No centralized hub for events, programming, or access to capital.



## New Ideas Need Momentum to Grow

**MOMENTUM** serves as a regional entrepreneurial epicenter, bringing together entrepreneurs, innovators, and Freelancers.

Our space fosters entrepreneurial visions, transforming them from dreams to reality.

By creating the right environment, we help retain talent and grow new businesses in South Bend - Elkhart.





## Who we serve

1

Startups and Founders

2

Growing businesses needing additional space and amenities.

3

Remote workers & freelancers.

4

Recent university grads.



## Who we serve

5

Small business owners.

6

Transplants via Make My Move.

7

Angel investors, VCs,  
and small private  
equity firms.

8

Retired and semi-retired  
CEOs and executives.

# Driving Pillars

1

## CONNECTION

Connecting founders with local resources, mentors, and investors.

2

## INCLUSION

Creating an accessible environment for diverse entrepreneurs.

3

## DENSITY

Encouraging collaborations within a large group of regional talent.

4

## CULTURE

Celebrating successes, learning from failures, and encouraging big visions.

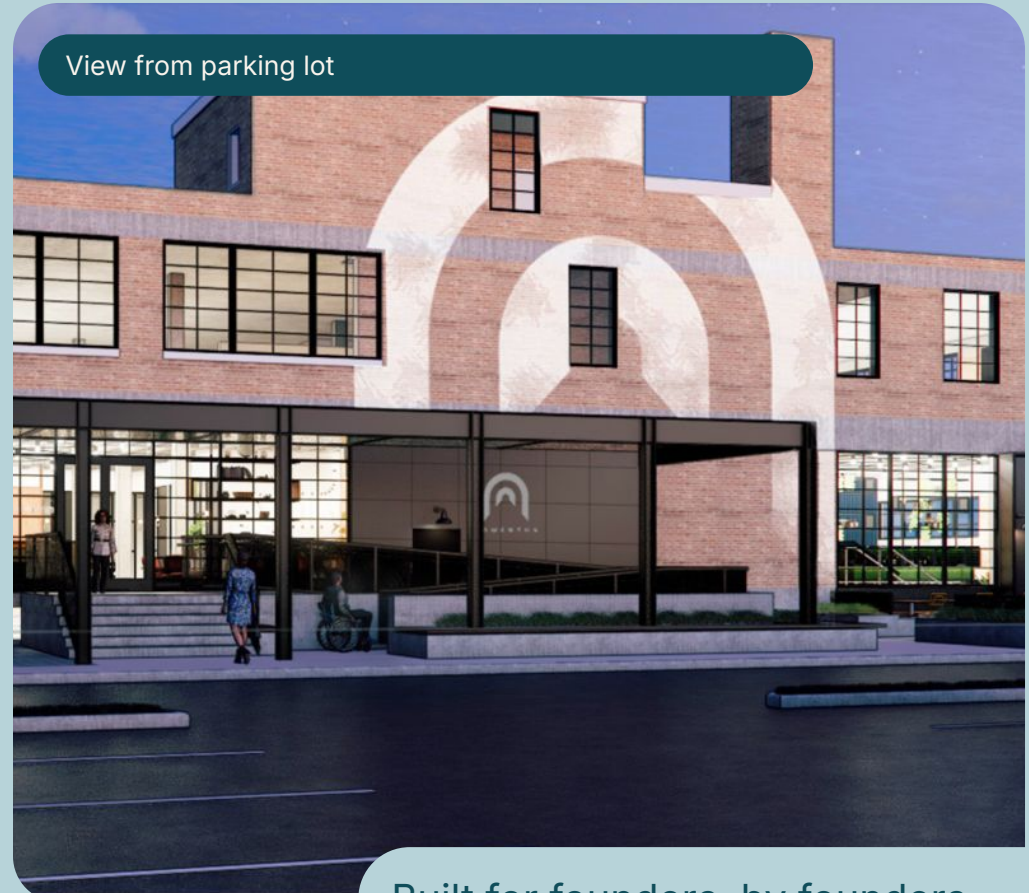
# Driving Pillars

Dedicated offices and coworking spaces.

Meeting rooms, private phone booths, and event spaces.

Health and wellness amenities.

Retail spaces and additional office space for future expansion.



Built for founders, by founders.

## Planned Community Programming



Monthly lectures and weekly member events



Mentorship opportunities



Skill development and certification programs



Scholarships/ sponsored memberships for diverse communities



Non-profit and school engagement for educational opportunities



## Marketing

Our mission is to build momentum ahead of our April 2025 grand opening by driving brand awareness, generating excitement, and securing pre-leases for private offices and co-working memberships. We will do this through:

Dusty-boot tours to potential tenants pre-opening

Offering discount incentives for pre-opening sign ups

Speaking engagements at regional organizations

Continuing email and social media marketing and storytelling



## Marketing

Our mission is to build momentum ahead of our April 2025 grand opening by driving brand awareness, generating excitement, and securing pre-leases for private offices and co-working memberships. We will do this through:

Hosting 3 IDEA Week events in April 2025

Targeting tenants of existing office buildings

Continuing bi-monthly networking events and happy hours

Enlisting current real estate and hub investors for warm leads

# Timeline

1

SoMa Lofts Building  
Acquisition (April '22)

2

City of South Bend  
Commitment - >\$2.0 million  
(July '22)

3

IEDC READI Award - >\$1.1  
million (Oct. '22)

4

Momentum Campus Building  
Acquisition (July '23)

5

Design Documentation  
Complete (Dec '23)

6

Architecture  
Documentation Complete  
(April '24)

7

Construction Bids Accepted  
(May '24)

8

Construction Begins on  
Momentum Building  
(schedule August '24)

9

Momentum Hub receives  
additional \$600k grant  
(Dec '24)

10


SoMa Lofts Open (April '25)

11

Momentum Entrepreneurship  
Hub Opens (April '25)

	Momentum	Innovation Park	Building 113	Regus	Hibberd Ink	Vested Interest	Lang Lab	Stockroom	Coffee Shops	Home Office
Entrepreneur focused programming	√	√								
Phonebooths, huddle rooms, conference rooms	√	√		√				√		
Indoor bike storage	√									√
Meditation/Mother's room	√									
On-site gym	√	√			√					
Weekly community events	√									
Private offices	√	√	√	√	√					
Private high speed internet	√	√	√						√	√
EIR office hours	√									
Dedicated podcast studio	√							√		
Event space	√	√	√							
Free <u>on site</u> parking	√	√	√		√	√	√	√	√	√
Scholarships available for entrepreneurs/founders	√	√								
On site (or walkable) food retail	√	√		√	√		√	√	√	

## Our Competitive Advantage




✦

Exceptional array of high-quality amenities and well-appointed facilities.




✦

Strong network and partnerships with key players in our regional collaborative ecosystem.




✦

Strategically positioned in a central and easily accessible locale.




✦

Integration of living and working facilities within a cohesive campus.



✦

Adaptable and responsive, capable of tailoring programs to evolving ecosystem requirements.



✦

Targeting and catering to the needs of regional entrepreneurs.

## Key Partners



## Community Supporters



CDFI FRIENDLY  
SOUTH BEND