the Gainesville Entrepreneurship and Adversity Program
THE GAINESVILLE ENTREPRENEURSHIP AND ADVERSITY PROGRAM (GEAP) IS AN INTEGRATED, MULTI-FACETED PROGRAM TO EMPOWER THOSE LIVING IN ADVERSE CIRCUMSTANCES TO CREATE AND GROW THEIR OWN BUSINESSES. WE WORK WITH OUR CLIENTS OVER A 12-MONTH PERIOD.

GEAP’s Goals
The core goal of GEAP is to empower those who are economically disadvantaged and to alleviate poverty in the Gainesville community:

→ **Foster** the creation of new, profitable ventures by those facing economic or other disadvantages;
→ **Assist** existing small businesses owned by those with disadvantages in becoming sustainable and growing;
→ **Measure** and track the development and performance of entrepreneurs and their ventures based on program participation;
→ **Identify** and share best practices in poverty alleviation through entrepreneurship;
→ **Celebrate** the achievements of those striving to create and grow local small businesses.

GEAP Has Six Core Elements:

1. **Gator Bootcamp for Entrepreneurs & Design Studio:** These training programs are a) six week bootcamps that introduce basic tools, concepts and principles relevant to launching and growing a successful venture when one has limited resources or background and b) a design studio to help participants approach key issues surrounding venture creation to design their own businesses.

2. **One-on-One Consulting:** The consulting initiative connects faculty, graduate students and other partners with entrepreneurs, helping them launch and grow ventures.

3. **Mentoring:** Successful entrepreneurs will be paired with GEAP participants to mentor them and assist in growing their ventures.

4. **Resource Connect:** Connect entrepreneurs to other resources in the community through community forums, an internet platform, and other communication vehicles.

5. **Microcredit:** Create a microcredit fund with the city of Gainesville and local financial institutions that provides low-interest and no-interest loans and grants to individuals as they attempt to launch ventures.

6. **Research and Tracking:** Research and tracking will be conducted to identify ways to better assist the ventures.
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Schedule

   Design Studio: offered by Santa Fe College during late Summer
2. One-on-One Consulting: Eight weeks starting in January.
5. Research and Tracking: Ongoing

About the Center

The University of Florida Entrepreneurship & Innovation Center exists to teach, coach, and inspire students and others to be entrepreneurial in their lives. The Center provides the tools and experiences necessary to creatively pursue new opportunities and innovations in the start-up, social, and corporate venture arenas. Through courses, degree programs and co-curricular programming, the Center currently serves more than 2,500 students per year.

Who Should Apply?

Anyone in the community suffering from adverse economic, physical or related circumstances is eligible to participate in the GEAP program. Our primary focus is community members who are economically disadvantaged and have a dream of starting and growing a venture, including those who have already started a venture.

GEAP Cost

The overall program is FREE to the participant. There may be fees associated with particular components of the program, but scholarships will be available to those who are unable to pay.

Where Do I Start?

GEAP is a 12-month program that runs from August through July, but you can apply any time during the year. To apply, send an email to GEAP@warrington.ufl.edu. In the email message, explain your interest in the program, the kind of business you are trying to start or have already started, and provide contact details including a phone number.

It is your reaction to adversity, not the adversity itself, that determines how your life’s story will develop.” —Dieter F. Uchtdorf

Learn More or Apply:

warrington.ufl.edu/GEAP

Questions?

GEAP@warrington.ufl.edu

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