

North Central



Succeed @ your speed

Helping Entrepreneurs Launch Program at North Central Iowa

HELP @ NCI

- The purpose of **HELP @ NCI** is to provide funds for health insurance to entrepreneurs in the North Central Iowa counties of Butler, Cerro Gordo, Floyd, Franklin, Hancock, Mitchell, Winnebago and Worth to help launch startup businesses and increase the level and success of entrepreneurial activity in the region.
- A first-in-the-nation program, **HELP @ NCI** distinguishes Iowa and the region as a destination for entrepreneurs by providing health insurance funding for the first three years qualified entrepreneurs are in business.
- Entry into the program is available through any economic development organization in North Central Iowa or the North Iowa Area Community College- John Pappajohn Entrepreneurial Center (JPEC) and North Iowa Business Accelerator. JPEC staff work with interested entrepreneurs to determine business plan viability and, if appropriate, direct them to participation in the program.
- Participating entrepreneurs are required to reside in Iowa and maintain principal headquarters and business operations in any of the contributing Iowa counties for the duration of their participation in the program.
- While **HELP @ NCI** provides funding for health insurance at no cost to the entrepreneur, the entrepreneur is apprised of insurance costs for business planning.
- **HELP @ NCI** is funded through a \$50,000 Community Development Fund grant from the Iowa Department of Economic Development and more than \$15,000 in matching funds. At least 90 percent of **HELP @ NCI** funds directly support entrepreneurs. The program is projected to meet health insurance costs for 12 or more new business owners a year at \$350 per month.
- Interested entrepreneurs are encouraged to call The North Central Iowa Alliance at 1-800-944-1708 or the NIACC John Pappajohn Entrepreneurial Center at 1-888-GO NIACC, ext. 4111.