

## **CIP Press Release**

### **FOR IMMEDIATE RELEASE:**

#### **Community Innovation Project - Are You on the **VERGE** of INNOVATION?**

*Wilmington, DE - October 20, 2009* - Across the United States, there has been an on-going wave of downsizing, mergers, and scrambling to keep ahead of competition that has created a steady buzz around innovation and entrepreneurship. With this in mind, The VERGE Business Group (VERGE) and The Rivera Business Development Group have joined forces to present: *The Community Innovation Project (CIP)*, a three hour program launched to equip serious entrepreneurs with the process and psychology of profitable innovation.

**What:** "Community Innovation Project"

**When:** November 11th, 2009, 5:00pm-7:30pm

**Where:** University Of Delaware  
Venture Development Center  
42 Amstel Ave.  
Purnell Building, Room 324B  
Newark, DE. 19716

Community Innovation Project isn't just a seminar about why innovation is important; it's a business intelligence movement designed to replicate the intense pressures today's entrepreneurs' feel as a result of bigger, smarter, global competition. As a group, participants will be given the task of applying Verge's Dream it. Plan it. Build it. innovation process to real business ideas, from real entrepreneurs.

When introduced to the concept of the Community Innovation Project, Dinette Rivera, owner of The Rivera Business Development Group said "at first glance CIP seemed like a focus group; however, with the rapid fire, open forum style of CIP, I realized it was far removed from the regimented outline style of the typical focus group." To further delineate, CIP is better defined as a supercharged "innovation-storming" session with no set questions or right or wrong answers. Wes Garnett, Business Architect at VERGE says, "we want to give people a place to think big again".

The goal of CIP and the test case is to teach participants how to conquer complex business issues quickly and decisively using logic. In addition to learning the process, entrepreneurs can also submit their business ideas to the program as a test case. These entrepreneurs will leave with a go-to-market blueprint which will help them avoid critical mistakes prior to spending the time, energy, and resources necessary to launch.

Whether you choose to have your business idea put through the gauntlet or participate in the round table discussion, you will gain a valuable understanding of the strategies of how to successfully implement profitable innovation into your new or existing business model.

For more information check out: [www.meetup.com/COIN-Wilmington](http://www.meetup.com/COIN-Wilmington)

VERGE and the Rivera Business Development Group joined forces with a commitment to participate in the structure and design of promising early stage start-up companies. Together the two companies have over 40 years of experience in business development, marketing, strategic planning, business plan writing, and management strategies. Well-respected in their field, Verge and Rivera have successfully helped hundreds of small businesses grow, generate increased revenue, and live up to their true potential.

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