

News Release
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Media Contact: Dan Boss
Communication Specialist
231-929-5047
dan.boss@networksnorthwest.org

20Fathoms Partners with Networks Northwest to Attract Startup Talent

TRAVERSE CITY, MI— A new partnership between Networks Northwest and Traverse City-based technology hub and startup incubator, 20Fathoms, will provide the tech hub's members direct access to the assistance offered by Networks Northwest and the Northwest Michigan Works! Business Services Team.

“At 20Fathoms, we now serve more than 20 startups in our workspace, and – across the board – the top two challenges for every founder are getting access to startup capital and finding relevant talent to help grow their startup,” said Andy Cole, Executive Director at 20Fathoms. “Acquiring the right talent can make or break an early-stage startup. With Networks Northwest’s dedicated services, they will be a key contributor in helping our entrepreneurs surface and attract outstanding talent as they grow and become robust employers in the region.”

The employer-focused services offered by Northwest Michigan Works! include developing and posting job openings, employee sourcing and recruitment, workforce training and skills upgrading, targeted employee hiring events, U.S. Department of Labor registered apprenticeship intermediary services, and connection to the Small Business Development Center (SBDC), the Procurement Technical Assistance Center (PTAC), and the Global Trade Alliance of Northern Michigan

“We are very excited to begin this partnership with 20Fathoms as part of a larger strategy to increase business and job opportunities in the region, said Matt McCauley, Chief Executive Officer, Networks Northwest. “This first-of-its-kind level of collaboration between a public agency and a technology-focused business incubator demonstrates this region’s commitment to supporting innovators and job creators.”

(MORE)

20Fathoms helps remove common barriers for startup teams by providing not only a productive workspace full of high-energy entrepreneurs, but also advanced educational programming, helpful business resources, and access to startup capital. Members work in an environment where they're surrounded by other creative problem-solvers, tech experts, and mentors, spurring serendipitous 'collisions' and opportunities for collaboration. More information is available at 20fathoms.org.

For more information about Northwest Michigan Works! Business Services go to NWMichWorks.org.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. Check our online Media Room at: networksnorthwest.org/media

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our website, networksnorthwest.org. Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.