



Startup Research Analyst

As the Startup Research Analyst, you will be responsible for identifying and scouting high-growth scalable startups and working alongside counties to create an environment that attracts such startups and discover investors and fundraising opportunities. Your primary focus will be on understanding the needs of startups, supporting their growth, and continuously scouting for new opportunities in the startup ecosystem. The position will report to the SOAR's Director of Business and Innovation.

Responsibilities

Startup Identification and Scouting:

- Processes intake through Salesforce CRM for new clients efficiently in alignment with organizational processes and procedures.
- Manages leads that come in through e-books, referrals, partners, and other funnels.
- Utilize various sources and methods to identify high-potential startups with scalable business models.
- Conduct thorough research to evaluate the viability, growth potential, and scalability of identified startups.
- Continuously scout for emerging startups and trends within the startup ecosystem.

Collaboration with Counties:

- Work closely with local counties to understand their economic development goals and strategies.
- Collaborate with county officials to create an environment that attracts startups looking to grow.
- Provide support and guidance to counties in developing policies and programs to foster startup growth.

Startup Support and Growth:

- Engage with startups to understand their needs and challenges in scaling their businesses.

- Provide strategic advice, mentorship, and resources to startups to support their growth.
- Facilitate connections between startups and relevant resources, including investors, mentors, and industry experts.
- Identify potential investors and fundraising opportunities for startups.
- Facilitate connections between startups and investors, and assist in preparing pitch decks and presentations.

Education and Outreach:

- With the support of the Business and Innovation team, you will organize workshops, seminars, and networking events to educate startups and county officials on best practices for startup growth and ecosystem development.
- Work with the team to create resources and content for the Mighty Network Community Platform.
- Act as a spokesperson for the startup ecosystem, promoting awareness and understanding of the benefits of startup growth within the community.

Data Analysis and Reporting:

- Analyze data and metrics to track the progress and impact of startup initiatives and programs.
- Prepare regular reports and presentations to communicate findings and recommendations to internal stakeholders and county partners.

Networking and Relationship Building:

- Build strong relationships with startup founders, investors, industry experts, and key stakeholders in the startup ecosystem.
- Facilitate connections and networking opportunities for startups to access mentorship, funding, and collaboration.

Training and Workshops:

- With the support of the Business and Innovation team, organize and facilitate workshops, training sessions, and events to equip startups with essential skills and knowledge for growth.
- Cover topics such as fundraising, marketing, product development, and scaling strategies.

Performance Tracking and Reporting:

- Monitor the progress and performance of supported startups, tracking key metrics and milestones.

- Prepare regular reports and updates on the status of supported startups, highlighting achievements, challenges, and areas for improvement.

Expectations

- Embody SOAR's mission and core values.
- Follow SOAR Innovation's standardized process.
- Meet and exceed organizational OKRs.
- Possess a willingness to get into the trenches to help clients find a way, working with urgency and excitement to achieve the desired outcome(s).
- Be prompt and concise with external and internal communication.
- Be a team player.
- Be coachable and open to feedback.
- Be all-in on the future of Appalachia Kentucky.
- Attend required team meetings.
 - Weekly team meeting.
 - Weekly 1-1 with the Director of Business and Innovation
 - Monthly all-team meeting.

Knowledge, Skills, and Abilities

- Ability to communicate in a collaborative and fast-paced environment.
- Excellent time management skills.
- Proficiency with computer programs such as Microsoft Word, Excel, PowerPoint, and Outlook. Excellent customer service skills.
- Fundamental understanding of the ecosystem of resources supporting entrepreneurs and existing small businesses in Kentucky.

Qualifications

- 1-3 years experience in providing excellent customer service.
- 1-3 years experience in providing services to entrepreneurs or small businesses (preferred)

- Bachelor's degree (preferred)
- Experience using CRM programs, preferably Salesforce

Requirements:

- Proven experience working in a startup environment or providing support services to startups.
- In-depth understanding of the startup ecosystem, including fundraising, product development, and scaling challenges.
- Strong entrepreneurial mindset with the ability to think creatively and adapt to rapidly changing environments.
- Excellent communication and interpersonal skills, with the ability to build rapport with startup founders, investors, and other stakeholders.
- Analytical mindset with the ability to evaluate opportunities, identify trends, and provide strategic recommendations.
- Proactive and self-motivated, with the ability to work independently and as part of a team.
- Knowledge of relevant tools and technologies for startup support and analysis.
- Willingness to travel and work flexible hours as needed.

Culture and Core Values

SOAR's mission is simple: to return Eastern Kentucky back to economic prosperity.

Our team culture is anchored by putting the interests of Eastern Kentucky first in all that we do. We believe treating others the way we want to be treated is always within our control. Our core values include faith, selflessness, grit, integrity, and empathy. We do our best to exemplify these daily in our interactions with each other and with external partners.

Why SOAR?

The SOAR organization offers a chance to be part of a movement that's bigger than any one of us individually. Eastern Kentucky's won't be solved by others. It's going to take us to come together to find the solutions. Through communications, collaborations, and convenings, SOAR is on the front lines helping to get the right people in the right rooms to ensure the future of Eastern Kentucky burns as bright as ever.

SOAR offers a competitive salary along with the following benefits:

- 100% paid individual health insurance.

- SIMPLE IRA retirement plan.
- Cell phone stipend.
- Mileage reimbursement for work-related travel.

Apply Now

Email a cover letter, resume, and salary history to hr@soar-ky.org.

SOAR is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.