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# #StartupCincy Week 2019 Kicks Off Today. Here's What to Expect.

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Photo Courtesy the StartupCincy Week website.

By Courtney Gabrielson

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If you're reading this, we're already one day into [#StartupCincy Week](#), the third annual celebration of its kind.

It's [a week of programming, panels and other activities](#) that highlight and bolster the local entrepreneurial ecosystem, and Cintrifuse Communications, Community and Economic Inclusion Vice President Eric Weissmann explained what attendees can expect.

"It's the one time a year when we encourage people who have been interested in the startup ecosystem to get involved," he said, explaining that he often gets questions from folks curious about Cincy's business scene but don't know how to break in.

"Once a year, at least, the carousel needs to slow down ... and let people on the ride," he said.

He and a team of around a dozen volunteers, which is led by Cintrifuse, worked to develop programming that would empower others to "get ... in the game" and see the inner workings of all things #StartupCincy.

"It's a little bit of a 'Startup 101,'" he continued. "So, if you've wondered what valuation or a cap table is, or what investors are looking for, [you can learn]."

The week is filled with a total of 68 different sessions in a variety of different formats, the majority of which are 45 minutes long.

And while Weissmann said organizers hoped that programming could be approachable for all types of entrepreneurs, more seasoned #StartupCincy community members will find something to engage them, too.

"The way that I describe this is [that it's] a community event to be kind of a mirror back to the ecosystem," he said.

As a result, there's panels and discussions centered around challenges the ecosystem is facing. For example, there's a panel for female founders, and one session celebrating diversity.

"I want to keep that energy up throughout the year."

The schedule is the result of months of planning that began in the summer. It includes a mix of sessions that were curated, while others are "open mic" programs — events that were suggested by the community and vetted by the planners. And there's new elements this year, too, like a job fair and sessions that coincide with [BLINK's return on Thursday](#).

Overall, the schedule, [speakers](#) and other events have caused a steadily increasing buzz and community interest year-over-year, with attendees ranging into the thousands.

The fact that it's a free event doesn't hurt its growing popularity, either; while other cities do similar celebrations, they're not always free.

"You can come to one session or an entire day," Weissmann said. "Having that accessibility is an important component."

Keeping that ease of ecosystem access is something Weissmann looks to extend through #StartupCincy Week and beyond.

"I want to keep that energy up throughout the year," he said. "Universities, accelerators, coders — people that want to help in some small or large way — [are welcome]."

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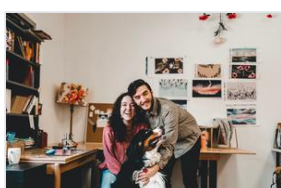
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