



The Heart Project

Helping Coal Impacted Businesses...One Business at a time



What is the Heart Project?

- 2 year ARC Funded Grant Project
- This project includes a 16 County and 3 City region in Planning Districts 1, 2, 3, and part of 4 that SVAM-CoE serves:
 - LENOWISCO (Lee, Scott, Wise, Norton)
 - Cumberland Plateau (Buchanan, Dickenson, Russell, Tazewell)
 - Mt. Rogers (Bland, Carroll, Grayson, Smyth, Washington, Wythe, Galax, Bristol)
 - New River Valley (Floyd, Giles, Pulaski)

Heart Partners and Team



Heart Project Funders



**APPALACHIAN
REGIONAL
COMMISSION**



What is the Heart Project?

Purpose- To connect businesses and manufactures, impacted by the decline in the coal industry, with new opportunities.

- Through LEVERAGING existing resources
- Providing BUSINESS OUTREACH
- Providing NETWORK ANALYSIS
- Developing BUSINESS SERVICE PLANS
- Providing Targeted TECHNICAL ASSISTANCE

To help them diversify and in and to return them to profitability.

How Does Heart Project Work?

□ Business Outreach

- Provided by Business Service Teams, Project Manager, and GENEDGE Alliance
- This will included events such as Supply Chain Optimization for Leaders, Total Cost of Ownership, Risk Management, S4 Lean and others
- One on One interviews with businesses to analyze current status and needs, identify key pain points and potential for growth, and analyze business economic patterns within region

How Does Heart Project Work?

□ Network Analysis

- Utilizing primary data of current manufacturers and supply chain
- Identify training needs, infrastructure needs, partnership and expansion opportunities
- Shorten the supply chain and keep more money in Southwest Virginia by connecting support businesses with manufacturers and small businesses with large businesses

How Does Heart Project Work?

☐ Targeted Technical Assistance

One on One targeted technical assistance by GENEDGE Alliance:

- Direct consulting and support services based on individual company needs
- Leverage existing monies and programs to provide business consulting and technical assistance at little or no cost to the business.

DHCD Local Innovation Grant

How will it be used? Equipment Purchases

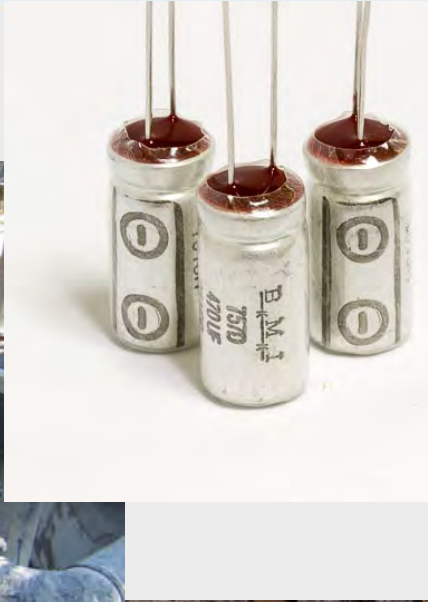
How will it work?

- Training needs of businesses will be identified within the 16 county region as part of our business outreach
- Match needs with existing training opportunities and equipment
- Where there isn't existing equipment or training available and there is a need identified which will affect multiple businesses, the equipment will be purchased and placed
- Equipment is owned and maintained through SVAM-CoE

Examples of Businesses That Fit Into the Heart Project



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Goals of the Heart Project

- Train and Support Businesses
- Encourage Entrepreneurship
- Retain and Create Jobs

Outcome	Goal
Jobs Retained	200
Jobs Created	300
Businesses Trained	100
Businesses Provided Direct Service	58
Businesses Created	10

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Questions?

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