

LAUNCH SA UPDATE

ECONOMIC & WORKFORCE DEVELOPMENT COMMITTEE



TELEPHONE
(210) 598-6623

ADDRESS
600 SOLEDAD STREET, SAN
ANTONIO, TEXAS

WEBSITE
[HTTPS://LAUNCHSA.ORG](https://launchsa.org)

DIRECTOR OF LAUNCH SA
MATTHEW ESPINOZA

MAY 27, 2025

OVERVIEW

LAUNCH SA PRESENTATION



01

YEAR 1 FOCUS:
RELAUNCH

02

LAUNCH SA
CORE SERVICES

03

COMMUNITY
IMPACT

04

LOOKING AHEAD

OUR FOCUS

LAUNCH SA IS THE NAVIGATOR THAT CONNECTS SMALL businesses and entrepreneurs to the resources they need to help them succeed.

- **ECOSYSTEM HUB**
- **SPACE ACTIVATION AND WORKING SPACE**
- **SMALL BUSINESS REFERRALS AND NETWORKING**
- **SMALL BUSINESS EDUCATION AND PROGRAMMING**



THE TEAM

Matthew Espinoza

Director

Katherine Rico

Partnership Manager

Carlos Acosta

Business Advisor

Adrianna De Leon

Community Coordinator

Denise Navarro

Marketing and Events Specialist





YEAR 1 REVIEW

- **Full Service Relaunch:** Returned to full operations at the Central Library
- **Team Expansion:** Built a high-capacity team focused on small business support and programming
- **Community Insights:** Collected real-time feedback from San Antonio's small business community
- **Space Activation:** Renovated and activated the space for programming and partner use

RELAUNCH OF LAUNCH SA EVENT

- **Relaunch Event:** Held on October 1st to mark the “relaunched” Launch SA and revitalized space
- **Event Activities:** Included ribbon-cutting, workshops, and community networking
- **Launch SA Link Launch:** Official debut of the Launch SA Link resource navigation tool
- **Community:** 150+ attendees including partners, entrepreneurs, and supporters

 **LAUNCH SA**



LAUNCH SA CORE SERVICES

Business Assistance & Advising

- One-on-one support tailored to your business goals — from strategy and planning to resource navigation and referrals.

Events & Programs

- Workshops, panels, and programs designed to educate, build connections, and accelerate growth.

Tools & Resources

- Access to research tools, planning guides, and partner platforms like Launch SA Link and SizeUp



THE ASSISTANCE PROCESS

- **Request Assistance**
 - After connecting, they fill out our assistance form to share more about their business needs.
- **Internal Research**
 - Our team reviews their request to and finds relevant programs, and explores the options for support.
- **Personalized Advising or Referral**
 - Based on the entrepreneur's goals, we provide one-on-one advising or connect them to partners and resources.



ASSISTANCE TRENDS

QUARTERLY SNAPSHOT Q2 2025: 200 ASSISTANCE SUBMISSIONS

Top 5 Areas of Support Requested*

- **Business Planning/Strategy** — **64.5%**
- **General Support** — **55%**
- **Access to Funding** — **48.5%**
- Legal & Licensing — **43%**
- Marketing & Branding — **39.5%**

Type of Assistance Requested*

- Just Starting / Thinking of Starting — **61%**
- Existing Business Owners — **35.5%**
- Resource Navigation — **45%**
- Funding Support — **47%**

Top 5 Industries Served:

- **Retail & E-Commerce** — **26.5%**
- **Food, Restaurants & CPG** — **17%**
- Business Services — **14%**
- Arts & Entertainment — **12.5%**
- Healthcare & Wellness — **10.5%**

Business Stage Breakdown:

- Not in Business Yet — **50.5%**
- Currently Operating — **49.5%**

*multiple selections allowed

LAUNCH SA EVENTS APPROACH

1

Impact: 200 events with over **4,000** attendees (75 events in Q2 2025)

2

Assistance Approach: Driven by what business owners ask for

3

Facilitation: Business Owners supporting each other

4

Partner Network: Built with Partners and Collaborators



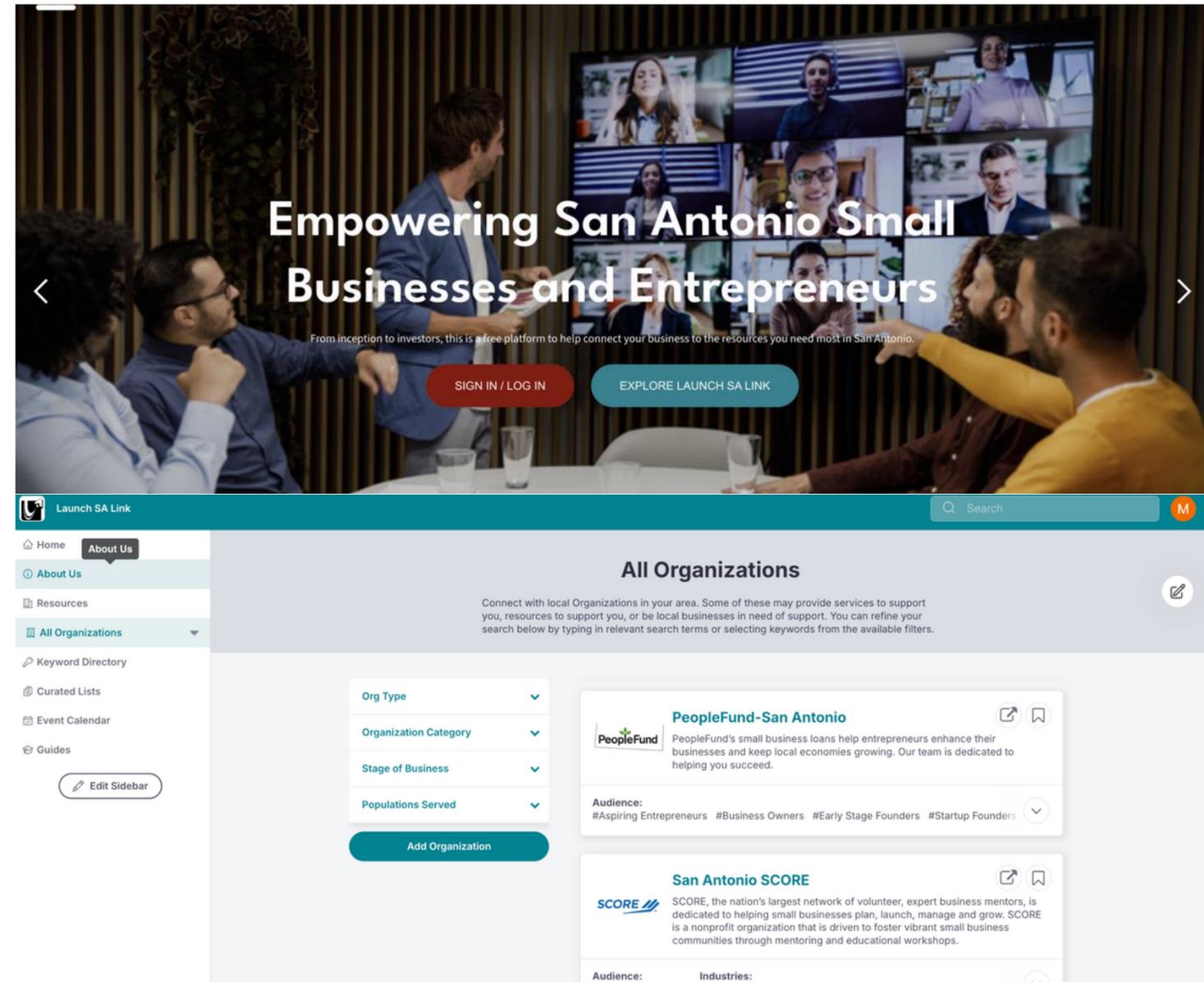
LAUNCH SA LINK

FROM INCEPTION TO INVESTORS, THIS IS A FREE PLATFORM TO HELP CONNECT YOUR BUSINESS TO THE RESOURCES YOU NEED MOST

1 **61 Partners** onboarded and growing

2 **Stronger Ecosystem Partnership Collaboration**

3 **Public Launch at our Relaunch Event**



ENGAGING PARTNERS

1

Hosted events with **25 Launch SA Link partners** this quarter

2

Launched the **Intro to Small Business Ecosystem Series**

3

Cross Partner Events Series



OFFSITE LIBRARY SERIES

1

Get Connected with Launch SA:

Highlighting our services and Launch SA Link

2

110 Event Attendees*:

Across 9 different library locations

3

Future Exploration of Small Business Summit Series



*Event – pending in District 2 (05/20/2025)



COMMUNITY IMPACT

1185 Clients supported and assisted
Q2 2025:

231

200 business events and workshops
Q2 2025:

75

4270 Launch SA event attendees
Q2 2025: 1430

332.5 Volunteer and Mentor
Hours Q2 2025:
99.5

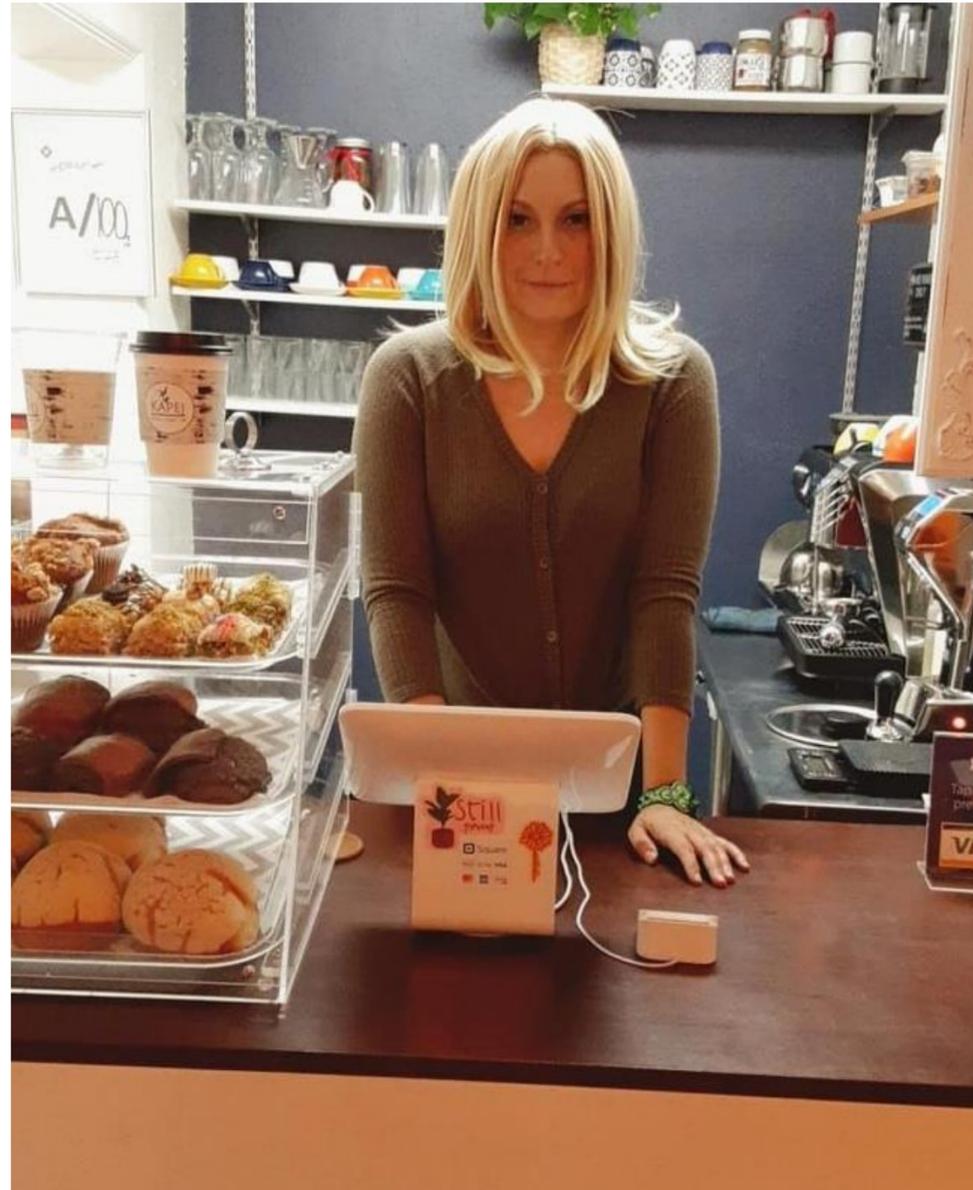
*RECEIVED FUNDING

SMALL BUSINESS HIGHLIGHT

KAPEJ - LAURA LOPEZ

“From the beginning, Launch SA served as a vital resource for understanding the step-by-step process of starting a business.

Through the guidance of mentors, they were also able to identify funding opportunities.”



LOOKING AHEAD



TELEPHONE
(210) 598-6623

ADDRESS
600 SOLEDAD STREET, SAN
ANTONIO, TEXAS

WEBSITE
[HTTPS://LAUNCHSA.ORG](https://launchsa.org)

DIRECTOR OF LAUNCH SA
MATTHEW ESPINOZA

MAY 2025

WAYPOINT PROGRAM

- **Waypoint:** Launching Waypoint, an 8-week cohort supporting early-stage entrepreneurs in building businesses.
- **Curriculum:** covers ideation, business planning, marketing, financials, and presenting.
- **Approach:** Delivered through structured workshops, mentorship, and peer collaboration.



FUNDING RESOURCE FAIR

- **June Funding and Resource Fair:** Hosting a Women's Founders Network Resource & Funding Fair to connect small business owners with capital providers.
- **Funding Partners:** Featuring banks, lenders, and financial institutions
- **Access to Capital Connections:** Part of a growing focus on capital access events across Launch SA's programming.



MORE OFFSITE EVENTS



- **Small Business Month Event Series:** Hosting Business Chronicles during across San Antonio to highlight local small business stories.
- **Exploration Small Business Summit:** Launching offsite events and exploring Small Business Summit series for wider reach.
- **Partner Series:** Continuing co-partner events series across San Antonio.

A promotional poster for the 'Business Chronicles' event series. The poster has a teal background with white and orange text. At the top, it says 'A SMALL BUSINESS MONTH SERIES' on both sides, with 'LAUNCH SA PRESENTS:' in the center. The main title 'BUSINESS CHRONICLES' is in large, bold, orange letters, with the tagline 'REAL STORIES. REAL JOURNEYS.' below it. The poster lists four panels: 'WESTSIDE PANEL MAY 7' with the 'JANE'S PLACE' logo, 'SOUTHSIDE PANEL MAY 14' with 'The Friendly Spot' logo, 'EASTSIDE PANEL MAY 21' with 'The Dakota EAST SIDE ICE HOUSE' logo, and 'NORTHSIDE PANEL MAY 28' with 'Lucy COOPER'S Ice House' logo. At the bottom, there is a paragraph of text and the time '6:00PM-8:00PM' and the website 'More Details at launchsa.org'.

A SMALL BUSINESS MONTH SERIES

LAUNCH SA PRESENTS:

A SMALL BUSINESS MONTH SERIES

BUSINESS CHRONICLES

REAL STORIES. REAL JOURNEYS.

WESTSIDE PANEL MAY 7

SOUTHSIDE PANEL MAY 14

EASTSIDE PANEL MAY 21

NORTHSIDE PANEL MAY 28

6:00PM-8:00PM

More Details at launchsa.org

INDUSTRY FOCUSED EVENTS

- **Relaunching Break Fast & Launch** as a culinary accelerator focused on food and beverage small businesses.
- **Industry Themed Focused Events:** Hosting more targeted events by industry to foster connections and expert mentorship.
- **Connect with Professional Organizations:** Partnering with professional organizations to build deeper sector-specific support.



THANK YOU



TELEPHONE
(210) 598-6623

ADDRESS
600 SOLEDAD STREET, SAN
ANTONIO, TEXAS

WEBSITE
[HTTPS://LAUNCHSA.ORG](https://launchsa.org)

DIRECTOR OF LAUNCH SA
MATTHEW ESPINOZA

MAY 2025