



CITY OF EASTHAMPTON • MASSACHUSETTS
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Blueprint Easthampton’s first ever Business Blueprint Program graduate launches new business.

In July of 2021, Blueprint Easthampton (BE) graduated entrepreneurs from its inaugural cohort of the Business Blueprint Program. This program is a holistic approach to entrepreneurial support. Blueprint Easthampton and the Business Blueprint Program stands with informal and micro-businesses funded by the City of Easthampton, National League Of Cities’ City Innovation Ecosystem, and EOHED Urban Agenda Grant.

Brandee Simone began the program with the dream of starting her own baking business. “The Business Blueprint Program was one of the elements that helped push me forward toward making my dream a reality. I loved having the opportunity to connect with other local business owners and work through some of the natural fears when making such a big life change. The program helped give me confidence in my ability to pursue my goals. I am renting a licensed, commercial kitchen space in Northampton and am taking all of my orders through my website, www.manylayerscakeshop.com. I make custom-designed cakes, cupcakes, macarons, stuffed cookies, and cheesecake. My focus is on creating a many-layered experience, including delicious and complex flavor combinations, smells and textures that delight the senses, and visually stunning creations that tell stories.”

BE curriculum’s focus on business planning and leadership & personal development, led by facilitators Dee Dice of Constant Growth Consulting and Kasey Corsello of KC Integrative Coaching & Consulting. Both Dee and Kasey are entrepreneurs in their own right and give first-hand experience to the program.

Josh Suchoza, Co-Owner of Black Labyrinth Tattoo Syndicate, said,
“The Business Blueprint Program was great, just when we needed it the most.

Surviving the pandemic as a small business was such a difficult task. Programs like this must exist to help us recalibrate, connect with others, and move forward. The combination of mindfulness and business skills is such a valuable asset, and I'm so thankful for the time spent with Kasey and Dee in this program.”

Many programs available to small and micro businesses address the technical skills that are fundamental to any business. The Business Blueprint Program is unique. It teaches business planning skills and addresses the human capital side of entrepreneurship by developing the qualities necessary for sustainable and effective entrepreneurial action. This course enhances the skill of mindfulness, a focused and deliberate moment-to-moment awareness. The curriculum teaches adaptive skills, such as resiliency, clarity of vision and mission, the art of self-management, mindfulness, and emotional intelligence. All fundamental skills are needed to be successful and sustainable in business and life.

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