



**REGIONAL ECONOMIC DEVELOPMENT FOR EASTERN IDAHO (REDI)
PRESS RELEASE
TUESDAY, JULY 28, 2020
CONTACT: TERESA MCKNIGHT, CEO OF REDI**

REDI announces the formation of a unique partnership to create the Eastern Idaho Entrepreneurship and Incubation Alliance (EI²)

Today, REDI announced the formation of a unique partnership to create the Eastern Idaho Entrepreneurship and Incubation Alliance (EI²). EI² involves experienced consultants, mentors, coaches, community builders, and investors working together to build the infrastructure to enhance and strengthen Eastern Idaho's entrepreneurship and start-up activities. EI² Partners provide education, coaching, training, funding, incubation space, research, and assistance to guide entrepreneurs down the right path.

"Entrepreneurs mold, shape, and produce new products and services. They create and build innovative companies. Our regional economy, and our future, rely on this type of activity to help spark tech-based economic growth", states Teresa McKnight, CEO of REDI. "REDI is excited to announce this unique partnership and we look forward to bringing in additional partners and support programs in the very near future to support our efforts."

REDI kicked off the formation of EI² by holding an event on Friday, which showcased REDI's full commitment, along with regional leadership's commitment, to support and grow entrepreneurship and start-up activities in Eastern Idaho.

REDI, through EI², will hold quarterly events around the region to help entrepreneurs push their ideas to market; provide a platform to share experiences, ideas and best practices; to network with other entrepreneurs facing similar challenges and provide opportunities to build partnerships; and, of course, network.

About REDI

REDI is a non-profit corporation that works in partnership with city, county, university, business, industry and community stakeholders to expand regional assets and facilitate business expansion, retention and attraction; increase research and collaboration efforts; strengthen the workforce pipeline through industry needs assessment, education and

training; strengthen and grow entrepreneurial activities; and be a champion in promoting Eastern Idaho.

About EI2

The Eastern Idaho Entrepreneurship and Incubation Alliance (EI²) is a unique partnership consisting of the following partners: Regional Economic Development for Eastern Idaho (REDI); Small Business Development Center (SBDC) in Pocatello and Idaho Falls; the Idaho Innovation Center; Regional Development Alliance (RDA); Procurement Technical Assistance Center (PTAC); Brigham Young University (BYU-Idaho) College of Business and Communications; Research and Business Development Center (RBDC); Idaho State University College of Business/Bengals Solutions; and the College of Eastern Idaho.

For More Information

If you are interested in learning more about EI², please contact Teresa McKnight at tmcknight@rediconnects.org.

If you are interested in receiving notifications on future EI² events, please contact Melissa Rene at melissa@rediconnects.org