



Launch in 60

# BUILD YOUR BUSINESS

Get ready for the market

## LAUNCH IN 60

Turn your idea into a business in 60 days

Launch in 60 is an entrepreneurship program designed for individuals who are ready to move from idea to action. Participants receive hands-on guidance, milestone-based startup support, and direct access to customers through a public marketplace and shared online platform.

### Who Launch in 60 Is For

Launch in 60 is designed for individuals who:

- Have a product-based business idea or are in the early stages of building one
- Want practical guidance, not theory
- Are ready to commit time and effort to launching within 60 days
- Want real customers, real feedback, and early revenue

No prior business experience is required. Commitment matters.

### What You'll Do in Launch in 60

Over eight weeks, participants will:

- Formalize their business and prepare to sell
- Develop pricing, branding, and a clear customer focus
- Prepare a market-ready product
- Participate in a public marketplace launch event
- Begin selling through a shared e-commerce platform

The program concludes with a public launch aligned with a high-traffic community event.

## What's Included

Selected participants receive:

- Guided, milestone-based training focused on launch execution
- Startup support to offset early business costs
- Direct access to customers through an in-person marketplace
- Ongoing digital sales support through a shared e-commerce platform
- Quarterly coaching and continued exposure to additional sales channels

Launch in 60 is designed to move businesses from concept to customer quickly while building a foundation for long-term growth.

## Program Timeline (Spring 2026)

- Recruitment & Selection: March 2026-April 2026
- Training & Startup Phase: May-June 2026
- Public Marketplace Launch: TBD 2026
- Post-Program Digital Support: July 2026-January 2027

## Why Launch in 60 Is Different

Most entrepreneurship programs end with a plan. Launch in 60 ends with customers.

Participants leave with:

- A launched business
- Early revenue
- Market feedback
- A pathway for continued growth

## Funding & Support

Launch in 60 is supported by funding from the South Carolina Department of Commerce and delivered by the Center for Opportunity and Entrepreneurial Advancement ([COEA](#)).

## Ready to Learn More?

Apply to Launch in 60: <https://tinyurl.com/4az4pycs>

Attend a Virtual Information Session: <https://tinyurl.com/55h9ce2j>

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Launch in 60 is a program of the Center for Opportunity and Entrepreneurial Advancement (COEA), a nonprofit organization expanding access to entrepreneurship through practical, community-based pathways.