

## Winchester-Clark County, KY Entrepreneurial Academy Place-Based Value Statement Worksheet

*Required deliverable — Launch Lab Session 3 · Academy Phase 1  
Your business exists somewhere specific. This worksheet helps you say why Winchester-Clark County, KY matters to what you're building.*

**What is a Place-Based Value Statement?** It's 1–3 sentences that explain what makes your business specifically rooted in Winchester-Clark County, KY — what about this place, its people, its food traditions, its heritage, its outdoor assets, or its community identity makes your business possible or distinctive here. A good Place-Based Value Statement is something a competitor from outside Clark County could not honestly say about their business.

Your name:

Business name:

### Part 1 — Discover Your Connection

Answer these questions before you write your statement. They'll help you figure out what's real and specific about your business's connection to Clark County.

**What specifically about Winchester-Clark County, KY inspired your business idea?**

**What do you know about this place — its history, its food, its people, its landscape — that someone from outside Clark County would not know?**

**Name at least one Winchester-Clark County, KY asset from the Tourism Market Intelligence Sheet that connects to your business:**

**Could someone from Lexington or Cincinnati build the exact same business and compete with you on place identity? If not — why not?**

### Part 2 — Write Your Statement

Using what you discovered in Part 1 — write your Place-Based Value Statement. Aim for 1 to 3 sentences. It should be specific to Winchester-Clark County, KY. It should be something you could say to a visitor who asks why your product comes from here.

**My Place-Based Value Statement:**

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### Part 3 — Test Your Statement

Check your statement against these questions. If you can't answer yes to all three — revise it.

<input type="checkbox"/>	Is it specific to Winchester-Clark County, KY — not just "I built this locally" but something connected to what makes Clark County distinctive?
<input type="checkbox"/>	Is it true? Could you stand behind it at the Soft Launch Event if a visitor asked you to explain it?
<input type="checkbox"/>	Does it say something a business from outside Clark County could not honestly say?

Student signature

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Program Director review  Approved  Revise

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