Louisville's Entrepreneurial Resources

Lisa Bajorinas, VP Entrepreneurship & Talent,
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EnterpriseCorp is the entrepreneurial arm of Greater Louisville Inc – our region's Economic Development organization. At the heart of what EnterpriseCorp does every day is assist tech and tech-enabled startup companies, one-on-one. We start wherever they are and determine how to help and guide them to their next milestone using lean startup methodology. It might be teaching them customer discovery, it may be helping them find the resources to build their prototype, or maybe it's connecting them to a potential customer, or steering them to the right source of funding. These milestones pave their way to commercial success.

As an entrepreneurial support organization, EnterpriseCorp assists entrepreneurs with business assessment, customer discovery, capital access, talent acquisition, space selection, strategic introductions and peer-to-peer networking. We support the culture of the community through educational series and recognition events. We collect data and convene leaders to prepare the Louisville region for the next generation of innovators.

Biography for Lisa Bajorinas

Lisa is the leader of Greater Louisville Inc.'s EnterpriseCorp, an entrepreneurial support organization for the Louisville region. She is responsible for the development of innovation-driven, technology based companies through 1:1 consultation services through capital access, talent attraction, key strategic introductions, and business coaching. She creates and directs programs, workshops, and events that add to the culture of Louisville's vibrant startup community including managing Louisville's Enterprise Angels and the Vogt Awards accelerator program. Lisa's work has earned her the U.S. Economic Development Administration's Excellence in Economic Development Award, and Honorable Mention from the International Economic Development Council's Excellence in Economic Development Award. Lisa's career began in the online travel industry in Miami through successive positions in technology, software project management, and marketing and eventually led her to a product marketing role in Silicon Valley with BroadVision while managing a global team of software developers located in Nice, France. She holds a B.A. in organizational psychology and an MBA, both from the University of Miami (FL).