

Resources from the Side Hustle How-To Webinar

John Pappajohn Entrepreneurial Center (JPEC) at Iowa: <https://iowajpec.org/>

Free Business Consulting (JPEC): <https://iowajpec.org/community-programs-and-resources/business-consulting>

Venture School (JPEC): <https://iowajpec.org/community-programs-and-resources/venture-school>

Small Business Development Center (SBDC) - Iowa: <https://iowasbdc.org/>

Small Business Development Center (SBDC) – National: <https://americassbdc.org/>

Iowa Economic Development Authority resources: <https://www.iowaeda.com/>,

<https://www.iasourcelink.com/guides/start-a-business-guide/>

Greater Iowa City, Inc.: <https://greateriowacity.com/>

Cedar Rapids Metro Economic Alliance: <https://www.cedarrapids.org/>

Greater Des Moines Partnership: <https://www.dsmpartnership.com/>

Look for your local co-working spaces, Chamber of Commerce and/or Economic Development organizations.

Other Resources

- Business Model Canvas (BMC) Tutorial: https://en.wikipedia.org/wiki/Business_Model_Canvas
- Free online training: <https://www.startupschool.org/>
- Lean Canvas (BMC alternative): <https://www.leanfoundry.com/tools/lean-canvas>
- Helpful tools for using the BMC: <https://www.strategyzer.com/library/the-value-proposition-canvas>
- How to pitch to investors: <https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>
- Free basic bookkeeping platform: <https://www.waveapps.com/>

Book Recommendations from our panelists:

1. [The Mom Test](#) by Rob Fitzpatrick
2. [The Lean Startup](#) by Eric Ries
3. [Nail It Then Scale It](#) by Nathan Furr & Paul Ahlstrom
4. [The All in Startup](#) by Diana Kander
5. [Talking to Humans](#) by Giff Constable
6. [Business Model Generation](#) by Alexander Osterwalder & Yves Pigneur
7. [Blue Ocean Strategy](#) by W. Chan Kim and Renée Mauborgne
8. [The Art of the Start](#) by Guy Kawasaki

How have side-hustles impacted full-time jobs?

Research from Tippie Management & Entrepreneurship Professor and Tippie Excellence Chair Jennifer Nahrgang explores just that. In fact, her research has been featured in some of the most popular press.

Harvard Business Review: <https://hbr.org/2020/03/make-your-side-hustle-work>

Wall Street Journal: <https://www.wsj.com/articles/how-a-side-hustle-can-boost-your-job-performance-11635533208>

CNBC: <https://www.cnn.com/video/2022/03/10/reimagining-work-supporting-employees-side-hustles.html>