

Growing Vermont is a Student-Run store located on the University of Vermont Campus run by the Community Development and Applied Economics Department. Growing Vermont offers marketing incubator retail space to aid start-up and small scale vendors around the state of Vermont in entering the market, and serves as a learning lab for university students interested in entrepreneurship and business development. This paper presents an impact study of the business relationships cultivated by the store during its three year history. The mission of Growing Vermont is to contribute to the Vermont economy by supporting the current and next generation of entrepreneurs, so an analysis of the store's impact on Vermont's emerging producers will be invaluable in gauging future efforts of Growing Vermont and other business resource centers. Since its inception in 2007, the Growing Vermont Store has formed business relationships with more than fifty Vermont-based vendors from businesses at various stages of development, experience, and scale. Structured interviews and a questionnaire will be administered to a sample of Growing Vermont vendors to determine the capacity of each business. This case-study seeks to develop a typology of the Vermont entrepreneur. Further, the study will provide a technical network analysis of support services sought by vendors before, during, and after the relationship with Growing Vermont. This study will help answer, "what impact is the Growing Vermont Store having on its vendors?"