



Impact Report 2025



An Entrepreneurial Hub for Madison County



Welcome

Throughout 2025, Flagship Enterprise Center strengthened its role as a central destination for entrepreneurs seeking coaching, workspace, and programs designed to support business growth.

We invite you to explore the many ways in which Flagship has become a hub for Madison County’s entrepreneurs. Thank you for being a part of our story.

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Strengthening Our Community

A letter from Tim Lanane

Flagship Enterprise Center continues to serve as a cornerstone of entrepreneurship in Anderson and throughout Madison County. Each year, its work reinforces a simple but powerful idea: when we invest in entrepreneurs, we invest in the strength and vitality of our community.

As you read this report, you will see how Flagship's role as an entrepreneurial hub extends well beyond its walls. Through coaching, incubation, conferencing, lending, and community engagement, Flagship connects people with the tools and support they need to turn ideas into sustainable businesses and lasting opportunity.

I serve on the Flagship Enterprise Center Board of Directors because as a lifelong resident of Madison County, I recognize the critical role small businesses play in building a strong local economy. During my time on the board, I have seen Flagship adapt, innovate, and grow by meeting entrepreneurs where they are and responding thoughtfully to the evolving needs of our community.

The progress reflected in this report is the result of dedicated leadership, a committed staff, and strong partnerships across Anderson and Madison County. I am confident that Flagship is well positioned to continue creating opportunity and shaping a bright future for our community.

- Senator Tim Lanane, Board Chair



Impact in Action

A letter from Terry Truitt

I am pleased to share our 2025 Impact Report and to reflect on a year of meaningful progress at Flagship Enterprise Center.

As you explore this report, you will revisit many of our most impactful events and program launches, along with the data that demonstrates our growing influence within the local entrepreneurial community. These outcomes reflect the dedication, collaboration, and vision that continue to drive our mission forward.

I would like to extend sincere appreciation to our Board of Directors for their steady leadership and guidance. We are also fortunate to have the strong support of Mayor Thomas Broderick, Jr., and Anderson University President Scott Moats. Flagship is stronger because of their commitment to our shared path and long-term success.

I am inspired by the work of the Flagship team as they provide entrepreneurs with hands-on resources that empower both personal and business growth. I look forward to achieving another record year of growth, innovation, and entrepreneurship alongside this exceptional team.

- Dr. Terry Truitt, President & CEO

Hub & Spoke

Flagship Enterprise Center is proud to serve as a central entrepreneurial hub in Anderson and Madison County. At Flagship, our community comes together to learn through coaching, to attend workshops and events such as the Flagship Pitch, to meet other like-minded entrepreneurs through our coworking community, and to access capital through our small business lending program, Bankable.

Like the hub and spoke on a wheel, the work we do in the Flagship building radiates out into the Madison County community in several facets, referred to as spokes throughout this report:

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- 1. Community Engagement**
 - 2. Business Incubation**
 - 3. Conferencing Services**
 - 4. Small Business Lending**
 - 5. Community Stakeholders**

The impact of these spokes can be seen in the form of thriving businesses, job creation, strong community connections, and vibrant business corridors.

West Central District, Anderson



Anderson's West Central District shows Flagship's impact in action. By pairing small business loans with coaching and technical assistance, Flagship has helped entrepreneurs open and grow businesses in close proximity, creating a critical mass of locally owned retailers. Today, coffee shops, salons, specialty retail, and service businesses are activating the corridor, increasing foot traffic, and strengthening the neighborhood's economic vitality.

This is just one example of the work of Flagship Enterprise Center in action. Keep reading to discover some of the additional ways in which Flagship positively impacts Madison County.

Innovation Happens Here

With financial assistance from the Anderson Redevelopment Commission, we have invested over \$1.5 million over the past 18 months. This investment consisted of the development of 15 new offices, along with innovative programs and services, to further our mission of becoming a hub for the business community.

As a result of the building renovations, we welcomed new medical office tenants to our space, including Thompson GYN and Heart Forward MD, and we upgraded the space occupied by Women's Wellness Center, our long-time tenant. We are proud to support three female medical professionals in the Flagship building. Additionally, due to increased demand, we built out three more private coworking office suites and converted a former classroom into the Capital Conference room, which seats 20. We continue to renovate space in the building to provide more space for local businesses to thrive.



Dr. Melissa Matthews
Women's Wellness Clinic



Dr. Anne Ford
Heart Forward, MD



Dr. Denise Thompson
Thompson GYN



Kirby Gilliam presents her winning business expansion idea at the 2025 Flagship Pitch.



The 2025 Flagship Pitch was bigger and better than ever, providing entrepreneurs with increased exposure and professional storytelling to support their pitch. High-quality, custom video content brought each business to life for the audience and created marketing assets contestants could use well beyond the event. The 2025 Pitch winner, Kirby Gilliam of PlainSong Music Services, invested her winnings in a wheelchair-accessible entrance, expanding access to her building.



Our day-long SHIFT conferences provide local business owners with the tools and resources to grow their businesses. Each conference is centered around a theme. May's conference focused on developing a growth mindset, and September's conference, sponsored by InPwr Inc., focused on how small businesses can use AI tools effectively.

Brian Inskeep, CEO of InPwr Inc., gave the keynote presentation at the September 2025 SHIFT:AI Conference.



Community Engagement

While Flagship may be a central hub for Madison County entrepreneurs, engagement with local businesses doesn't just happen within the campus's walls. Flagship staff members regularly engaged with the community through event attendance, sponsorships, and speaking engagements with local community organizations.

We regularly support the business community through our staff's attendance at business events sponsored by community organizations, including the Madison County Alliance Wake Up and Power Up breakfasts, Females Active in Business luncheons, the Anderson Madison County Black Chamber of Commerce (AMCBCC) Business & Corporate Luncheon and Diversity Breakfast, the annual Future of Madison County luncheon, and grand opening celebrations.



Dr. Terry Truitt, Mayor Thomas Broderick, Jr., and Deputy Mayor David Eicks talk with a representative from FITT, welcoming the company to Anderson.



Bankable Referral Partner Engagement Team members and clients attend the Indy Black Chamber Annual Awards Dinner.

Bankable Executive Director Jennifer Hall discusses Bankable’s small business lending services at the 2025 Ignite Anderson event.



Photo credit: Darnell Scott



Dr. Terry Truitt, Flagship CEO, speaks to Anderson Rotary Club members and guests at the Anderson Futurecast: 2026 Economic Outlook luncheon in November 2025.





Business Incubation

Flagship Coaching Program

We expanded our coaching program and have dedicated over 20,000 hours this year to helping entrepreneurs grow their businesses, both locally and statewide. In addition to virtual group coaching calls, we work individually with clients on aspects of their business such as marketing, business development, and management of their finances.

Shared Kitchen Memberships

During the peak food truck season, our shared kitchen memberships increased 167% from 2024 to 2025. More food truck owners and caterers are taking advantage of what our shared kitchen has to offer, and in the process, we're building a vibrant community of food-based entrepreneurs.



Food Truck University

To better serve the food truck community, Flagship is launching Food Truck University in 2026, a program that teaches local entrepreneurs how to run their own food truck. Participants have the opportunity to test their skills using a food truck provided by Flagship Enterprise Center, and after graduating, are eligible to receive a loan from Bankable.



“We have been able to utilize group coaching through Flagship. The value that we have received from that is just so important for our business, and not even just what I was doing as far as the Artisan Collective Bakery & Boutique.”

“My coach saw things in me that I didn't see...Having access to those who see more than you see, know more than you know, and can really push you has been a great value to me. I think it's a blessing to have Flagship in this community. As an entrepreneur, knowing that I have them in my back pocket and in my backyard is really a blessing.”



- Tressena Jones, Owner of
The Artisan Collective
Anderson, IN



“Business help, connections and financial assistance have been so important to Hodge Family Farm. Capital is difficult to come by unless you own a lot of land in farming. Being newer farmers we were told no by so many financial institutions, even with a sound business record. Bankable and Flagship helped supply the knowledge and financing needed to expand our farm operations. We were able to plant apple trees that will sustain future growth. Additionally, we were able to purchase growing equipment that helped us increase our on-farm retail sales by more than 20% and helped increase our wholesale market twofold. Without the help from Flagship and Bankable this growth would not have been possible.”

– Mikkal Hodge, Co-Owner of Hodge Family Farm
Alexandria, IN





Conferencing Services

Conference Spaces

The Flagship building provides an excellent location for business conferences and meetings. Our auditorium hosted local conferences such as the GROW Anderson conference and the AMCBCC women's conference, and our Coworking Event Space served as an ideal venue for GROW mixers and Madison County Alliance Power Up events. Leadership Academy of Madison County also used the space for several of their high school, college, and adult program sessions.

Podcast Studio

Flagship's podcast studio offers state-of-the-art audio equipment and serves as a professional storytelling platform for the community. Local business owners, including Element 212, use the space to produce ongoing podcast content that supports their marketing efforts. The studio also supports new community initiatives, such as youth-focused programming, to elevate local entrepreneurship and economic opportunity, while hosting the Flagship Podcast featuring 2025 Pitch finalists.

The Flagship Standard

Our incubation team works hard to maintain the Flagship Standard, ensuring a smooth conference experience for our members and guests. Clean spaces, seamless catering delivery, and smooth communication make Flagship Enterprise Center the conference space of choice for Anderson and the surrounding area.



Intern Miles Morey interviews a SHIFT participant in the Flagship Podcast Studio.





Small Business Lending



Powered by Flagship

Access to Capital

Access to capital is one of the most common challenges entrepreneurs face and one of the most powerful tools for growth when paired with the right support. At Flagship Enterprise Center, that support comes through Bankable, our small business lending program.

Second Look Lending

Bankable was created to meet entrepreneurs where they are. Many of the business owners we serve have strong ideas, work ethics, and community roots, but have been turned away by traditional banks. Bankable takes a second look, considering the full picture of an entrepreneur's story, not just a credit score. By providing fair, affordable loans alongside guidance and support, we invest in people, not just numbers, so that entrepreneurs have the opportunity to build their dream.

Graduation

Every borrower has the opportunity to work alongside Flagship's incubation team to build stronger operations, improve financial readiness, and gain confidence as a business owner. The goal is not just access to capital today, but preparation for what comes next. Success means that a business owner graduates from the Bankable program and becomes bankable: ready for traditional financing and the next chapter of growth.



Bankable Executive Director Jennifer Hall was honored by InerG Impact with the 2025 Banking and Financial Leadership award.

Photo credit: Darnell Scott

2025 By the Numbers

Our approach continues to drive growth. From 2023 to 2025, Bankable's active loan portfolio grew by more than 40 percent. In 2025 alone, Bankable closed 170 loans across all 92 counties in Indiana that supported both startups and existing businesses, helping entrepreneurs hire employees, expand services, purchase equipment, and invest in their next stage of growth.

\$7.2M

TOTAL LOANS

170

LOANS CLOSED

\$675K+

LOANS TO
MADISON CO.
BUSINESSES

21,500+

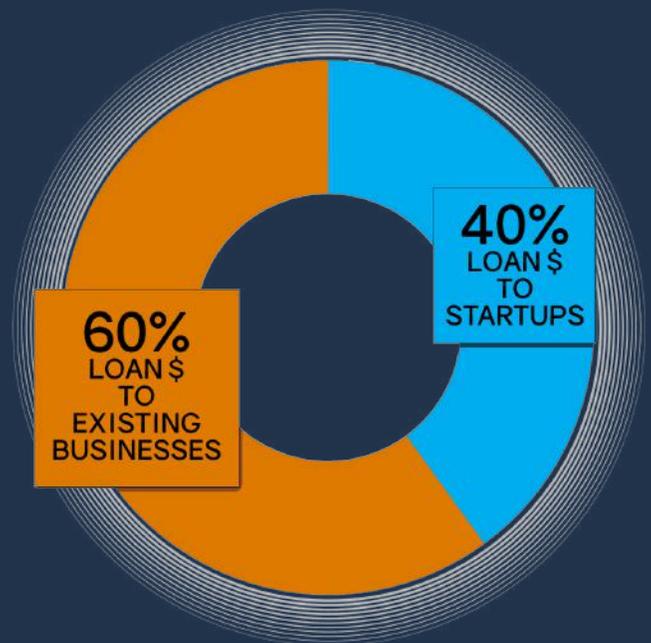
ONE ON ONE
COACHING HOURS

500+

GROUP
COACHING HOURS

879

JOBS
CREATED



“ Bankable helped me secure SBA loans that strengthened my business financially. Their coaching increased my confidence as a business owner. Most importantly, they kept me focused and accountable as I continue to grow my business.”

- Cathy Murphy, Owner of Wee Giggles
Anderson, IN



Community Stakeholders

Flagship Board of Directors

Our board members and community partners are essential in helping us to achieve our mission of serving local business owners. They lead Flagship in meaningful ways, serving our organization through governing board work and support of our community events. Throughout Madison County, they help to spread the word about the work we do and introduce new business owners to our space and services.



The Flagship Board of Directors at the 2025 December board meeting.
Left to right: Lelia Kelley, Doug Whitham, Tim Lanane, Jon Adams, Suahil Housholder, Terri Austin, David Eicks, Dan Courtney, Stephanie Moran
Not pictured: Mike Barker, Jack Keesling

Anderson Community Stakeholders



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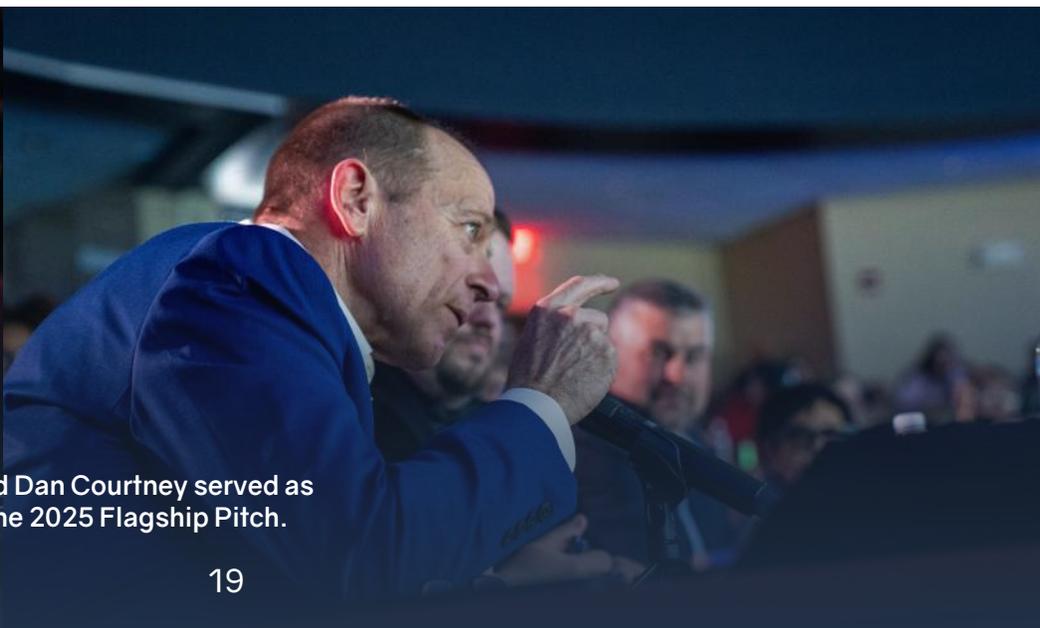
Flagship Enterprise Center is helping strengthen Anderson by supporting entrepreneurs with practical coaching, resources, and access to capital. They help businesses turn good ideas into growing businesses.”

- Thomas Broderick, Jr.
Mayor, City of Anderson

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Entrepreneurship is a powerful, hands-on way to create opportunities within our community. Anderson University is honored and excited to collaborate with the Flagship Enterprise Center to help expand access to those opportunities for individuals and families throughout the region.”

- Dr. Scott Moats
President, Anderson University



Lelia Kelley and Dan Courtney served as judges during the 2025 Flagship Pitch.

Our Supporting Partners



We would like to give a special thanks to Thomas Broderick, Jr., Mayor of Anderson, Dr. Scott Moats, President of Anderson University, and our board of directors.