



City of Arts & Innovation

News Release

FOR IMMEDIATE RELEASE:

Sept. 9, 2025

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City of Riverside Partners with HumanBulb to Launch Free Training Programs to Empower Green Tech Entrepreneurs

RIVERSIDE, Calif. – The City of Riverside, in partnership with HumanBulb, is excited to announce the launch of two free business training programs, Hustle Green and the Accelerator Bootcamp, to support local green tech entrepreneurs. These events will take place at the Riverside Main Library on Sept. 18 and 25, from 5:30 p.m. to 8:00 p.m.

HumanBulb is a global entrepreneurship organization known for its hands-on business education and role as a national host for the Entrepreneur World Cup (EWC), one of the largest startup pitch competitions in the world, spanning 200+ countries. HumanBulb programs connect founders to resources, mentorship, and funding pathways, empowering entrepreneurs to succeed in highly competitive markets.

Designed for both aspiring and growth-stage entrepreneurs, the Riverside programs are part of the City's broader strategy to cultivate a sustainable green tech innovation ecosystem and provide residents with tools to launch and scale environmentally focused businesses.

Hustle Green – September 18

This workshop will equip aspiring entrepreneurs with step-by-step guidance to turn their creativity, skills, and passion into a real-world green business, without needing significant funding or prior experience. Participants will learn how to develop and validate a business idea, navigate legal basics, find first customers, and leverage free and low-cost business tools.

Accelerator Bootcamp – September 25

Tailored for green tech and sustainability-focused business owners ready to scale, this session will cover how to optimize operations, expand into new markets, strengthen sales strategies, and raise capital, from grants to venture funding. Entrepreneurs will also receive guidance on pitching to investors and preparing for growth-stage readiness.

Ongoing Support

Both programs include access to free one-on-one consulting and business support following completion.

Featured speakers include:

- Charlotte Danielsson, Esq. – Stanford Law School graduate with nearly three decades of startup and entrepreneurial law experience.
- Henry Chang – Sales strategist with over 30 years of business leadership and consulting expertise.

“These workshops reflect Riverside’s commitment to inclusive entrepreneurship and our vision to establish Riverside as a global hub of green innovation,” Mayor Patricia Lock Dawson said. “We want to ensure every entrepreneur, regardless of background, has the opportunity to succeed in our green economy.”

Event Details

Location:

Riverside Main Library

3900 Mission Inn Avenue

Riverside, CA 92501

Dates & Times:

- Hustle Green – Thursday, September 18, 2025 | 5:30 p.m. – 8:00 p.m.
- Accelerator Bootcamp – Thursday, September 25, 2025 | 5:30 p.m. – 8:00 p.m.

Cost: Free

Registration: <https://www.humanbulb.org/atriverside>