

The Hive Newsletter

August 2026

The HIVE e-newsletter brings you the latest updates, resources, and success stories from Virginia Beach's hub for entrepreneurs and small business growth.



Featured Event



Virginia Cup: Pre-Party Celebration

Sept. 17, 2026 | 3:00 - 5:00 PM | The HIVE

Connect with founders, funders, creatives, and business leaders from across Virginia over complimentary drinks and light bites. Arrive early to network, avoid the rush, and kick off an evening celebrating the region's startup and innovation community.

Reserve Your Spot



Opportunities to Know this Month

THE HIVE WORKSHOP
PRODUCT DEVELOPMENT:
IDEA TO INCOME

LEARN THE EXACT
ROADMAP TO TAKE AN
IDEA AND TURN IT INTO
A COMMERCIAL
PRODUCT.

From navigating supplier
minimums (**MOQs**) and **white-**
labeling to **formulation**,
packaging laws, and **retail**
margins—discover how to add a
highly profitable product branch
to your existing business.

TUESDAY
11TH
AUG

Product Development:
Idea to Income
How to Create, Cost, and Launch a Physical
Product or Service
Paula Short

140 Independence Blvd., Virginia
Beach, VA 23462
Time: 6:00 PM - 8:00PM

Sign Up Today

THE HIVE
Where Businesses Thrive

virginia beach

140 Independence Blvd.,
Virginia Beach, VA 23462

CONTACT US
757-385-2470
thehive@vbgov.com
www.yesvirginia-beach.com
/the-hive

Product Development: From Idea to Income

August 11, 2026 | 6:00 - 8:00 PM | The HIVE

Turn your product idea into a profitable, market-ready offering with a clear roadmap for sourcing, pricing, packaging, and compliance. Learn how to avoid costly missteps and move from concept to customer with confidence.

Reserve Your Spot

Creative Capital: Innovative Funding Strategies for Modern Entrepreneurs

August 12, 2026 | 11:00 AM - 12:30 PM | The HIVE

Explore flexible, non-traditional funding options that can help your business access capital, invest in growth, and pursue new opportunities with confidence.

[Reserve Your Spot](#)

Write-Offs & Deductions Every Business Owner Should Know

August 13, 2026 | 10:00 AM - 12:00 PM | The HIVE

Keep more of what your business earns by uncovering valuable deductions and smarter tax-planning strategies. Learn practical recordkeeping habits, compliance essentials, and recent tax updates that could reduce your liability.

[Reserve Your Spot](#)

Procurement Cafe: Doing Business with the City of Virginia Beach

August 14, 2026 | 10:00 AM - 11:30 AM | The HIVE

Get an inside look at how to do business with the City of Virginia Beach and connect directly with its Procurement team. This interactive session will break down common solicitation terms and give you the chance to get your questions answered.

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THE HIVE WORKSHOP

PART 6: GOVERNMENT CONTRACTING PRICING MODELS

INTERACTIVE PROPOSAL LAB

PRICING IS ONE OF THE MOST CRITICAL—AND MISUNDERSTOOD—ELEMENTS OF GOVERNMENT PROPOSALS.

Learn how to shape pricing that meets government rules while staying strong in the market. You'll see the difference between direct and indirect costs, how to break down CLINs, and how to create a pricing story that backs up your approach.

WEDNESDAY 19TH AUG

PART 6: Government Contracting Pricing Models

Hillary Boyce

140 Independence Blvd., Virginia Beach, VA 23462

Time: 1:00PM-3:00PM

[Sign Up Today](#)

THE HIVE Where Business Thrives

vib virginia beach

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Government Contracting Pricing Models Workshop

August 19, 2026 | 1:00 - 3:00 PM | The HIVE

Learn how to develop compliant, competitive, and profitable pricing for government proposals. The session will cover direct and indirect costs, Contract Line Item Numbers, pricing narratives, and alignment with federal requirements.

[Reserve Your Spot](#)

Business Finance Basics

August 26, 2026 | 10:00 AM - 12:00 PM | The HIVE

Learn practical strategies to manage cash flow, expand your business, and protect what you've built for long-term success.

[Reserve Your Spot](#)

Leadership, Influence, & Personal Branding Lunch & Learn

Build the leadership skills and personal brand needed to earn trust, influence others, and stand out to prospective clients. Attendees will have the opportunity to receive a professional headshot on a first-come, first-served basis.

[Reserve Your Spot](#)

Master Financial Clarity by Bri Smith

August 27, 2026 | 3:00 - 5:00 PM | The HIVE

Build greater confidence in your business finances with practical guidance on managing cash flow, reducing financial stress, preparing for taxes and financing, and creating a stronger foundation for long-term growth.

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July Featured Entrepreneurs



Pearl Alimo, Greight Limited LLC

Author and military spouse entrepreneur Pearl Alimo is turning stories and education into opportunities through Greight Company Limited. With mentorship, grant support, SWaM certification guidance, and the Thrive at the HIVE program, The HIVE helped her expand her publishing work, launch a Book Writing & Publishing Accelerator, and become a key partner supporting other entrepreneurs.



Rahsha Batiste, Unique School of Aesthetics LLC

After leaving corporate America to pursue her passion for esthetics, Rahsha Batiste built a thriving spa and opened her own esthetics school. When a fire forced the business to relocate, The HIVE connected her with resources and support to rebuild stronger, expand into a larger space, and gain approval to serve students using GI Bill benefits.



The Small Business Toolkit

CERTIFIED



Supplier Diversity Strengthens the Commonwealth

Virginia Department of Small Business and Supplier Diversity

Open New Opportunities with SWaM Certification

August 25, 2026 | 10:00 AM - 12:00 PM | The HIVE

Turn your small, women-owned, or minority-owned business into a stronger contender for new contracts. SWaM certification can increase your visibility with state agencies, colleges and universities, local governments, and private companies searching for qualified vendors.

Join the Virginia Department of Small Business and Supplier Diversity for a free, in-person session covering eligibility requirements, available designations, and the application process. With Virginia spending more than \$8 billion annually on goods and services, certification could connect your business to valuable new opportunities.

Questions? Contact angela.barber@sbsd.virginia.gov.

[Reserve Your Spot](#)

Get the Guidance, Connections, and Capital Support to Grow.

The Virginia Beach UPLIFT Program is an intensive eight-week initiative helping Virginia Beach small businesses grow through expert guidance, strategic connections, and support accessing capital.

Applications are open July 27 through August 28, with only 10 spots available for eligible businesses operating for at least two years and generating a minimum of \$50,000 in annual gross revenue.

Interested entrepreneurs can attend the virtual Program Information Session on August 5 to learn more about the program, eligibility requirements, application process, and what to expect during the eight-week experience.

[Apply Today](#)

[Information Session Registration](#)



July Featured Partner

SCORE Hampton Roads



Whether you are developing a new idea, preparing to launch, or navigating the challenges of growth, SCORE Hampton Roads can connect you with experienced business professionals who understand what it takes to move forward.

Through free, confidential mentoring, entrepreneurs receive practical, one-on-one guidance tailored to their goals and stage of business. Mentors can help with business planning, marketing, sales, operations, funding readiness, cash flow, pricing, human resources, technology, and other critical decisions.

Complete The HIVE's intake form to be connected with SCORE Hampton Roads and explore additional mentors, programs, funding resources, and business support available through The HIVE's partner network.

[Get Connected Today](#)

Support Starts Here

Help strengthen Virginia Beach's small business ecosystem by partnering with The HIVE. We're looking for organizations, mentors, and experts ready to support local entrepreneurs through guidance, training, and shared resources.

[Join Our Partner Network](#)



Additional Resources

[Workspaces](#)

[Business Development Initiatives](#)

[1-On-1 Consultations](#)

[Grants & Loans](#)



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