

## January

### New Year, New Startup

**Theme:** Motivation, personal development and inspiration

**Content:** How to turn your side hustle into a career  
**Content:** How to meet your startup goals  
**Content:** Boosting your creativity  
**Exclusive feature:** Launching e-book series

## February

### Disruptive Technology

**Theme:** Startups revolutionizing technology

**Content:** Virtual reality  
**Content:** Artificial intelligence  
**Content:** Social intelligence  
**Content:** Cloud strategies  
**Content:** Internet of Things  
**Exclusive video content:** "Competing Against Luck" by Clayton Christensen

## March

### How-to Guide

**Theme:** Startup taxes and finance

**Content:** Business plans and structures  
**Content:** Preparing your startup for tax season  
**Content:** Investing, grants and loans  
**Content:** Cash flow and point of sale systems  
**Content:** Alternative funding  
**Exclusive video content:** "The Spark and the Grind" by Erik Wahl

## April

### Localize Your Startup

**Theme:** The importance of localization

**Content:** Personalization and branding  
**Content:** National Small Business Week by SBA (April 30 to May 6, 2017)  
**Content:** The power of competition in entrepreneurship  
**Exclusive video content:** "The Art of Opportunity" by Parker Lee, Matt Morasky and Marc Sniukas

## May

### Creativity and Culture

**Theme:** Staying connected with startup culture

**Content:** Unique workplaces (example: WeWork)  
**Content:** Remote work  
**Content:** Networking  
**Content:** Influencers  
**Content:** Coaching  
**Content:** Thought leadership

## June

### The Marketing Issue

**Theme:** The future of media marketing

**Content:** Content marketing  
**Content:** Growth hacking  
**Content:** Search engine optimization  
**Content:** Video, social media and mobile marketing  
**Content:** UPC bar codes for your business

## July

### Women Innovators

**Theme:** Women in entrepreneurship

**Content:** Leading women in entrepreneurship  
**Content:** Moms in business  
**Content:** Female entrepreneurs and funding  
**Content:** Women in tech

## August

### Young Innovators

**Theme:** Millennial entrepreneurship

**Content:** Networking for millennials  
**Content:** Successful young entrepreneurs  
**Content:** Advice for millennial entrepreneurs  
**Content:** Resources and apps for millennials

## September

### The Gig Economy

**Theme:** Start a successful side gig

**Content:** Side hustles  
**Content:** Freelancing  
**Content:** Sharing economy  
**Content:** Podcasting  
**Content:** Outsourcing

## October

### Life in Transition

**Theme:** How to transform your life plan

**Content:** Entrepreneurship after retirement/full-time employment  
**Content:** Starting a business from scratch  
**Content:** Registering a company  
**Content:** Franchising  
**Content:** Growth strategies  
**Content:** Home business strategies  
**Content:** Becoming an Amazon seller

## November

### Holiday Guide

**Theme:** E-commerce

**Content:** Black Friday  
**Content:** Small Business Saturday  
**Content:** Cyber Monday  
**Content:** Marketing, public relations and sales tips for the holidays  
**Content:** Gift guide for entrepreneurs

## December

### StartupNation's Year in Review

**Theme:** 2017 wrap-up and 2018 trends

**Content:** Best of StartupNation 2017  
**Content:** Looking ahead to 2018  
**Content:** Top startup trends  
**Content:** StartupNation's Second Annual Year in Review