

1717 Collective (Greater RVA)

Heather Lyne · Director of Entrepreneurial Ecosystems

Hi Elisabeth,

I'm writing to affirm both the need for the Power Play RVA business model and the value it will bring to the region.

Through my work in the Greater Richmond entrepreneurial ecosystem, I've seen a clear gap in spaces that effectively integrate professional work environments with family-centered support—particularly for working mothers. Power Play RVA addresses this need by enabling entrepreneurs and professionals to remain productive, connected, and supported while balancing caregiving responsibilities. The model's flexibility is a key strength. Options such as day passes, hourly private office use, meeting and group session hosting, and longer-term memberships create multiple, practical entry points for users with varying needs. I would confidently recommend this space to entrepreneurs, small business owners, and service providers in my network.

I believe Power Play RVA represents a timely and necessary investment in our workforce, our entrepreneurial ecosystem, and our families. Both entrepreneurship and parenting can be isolating; this space has the potential to reduce that isolation while strengthening connectivity and opportunity across the community. I see this business playing a meaningful role within the broader small business and economic development landscape — and charting a path for more integrated and holistic offerings in the region.

Please feel free to reach out if you'd like to discuss my perspective further.

Sincerely,

Heather

Heather Lyne

Director of Entrepreneurial Ecosystems

1717 Collective | Greater RVA

hlyne@1717collective.org

C (970)708-4791