



About Naturally Boulder

Naturally Boulder is a 501(c)(6) nonprofit organization formed in 2005 as an economic development initiative by a dedicated group of industry veterans, entrepreneurs, supportive organizations and individuals including the [City of Boulder](#) and the [Boulder Economic Council](#). Its mission is to nurture conscious growth, leadership and innovation in the Colorado natural and organic products community.

Naturally Boulder was first established as an arm of the City of Boulder's economic development program. The extension program, named the Naturally Boulder Products Task Force (NBPTF), aimed to solidify Boulder as the epicenter of the natural products industry by supporting emerging businesses to launch and remain in the city.

To accomplish this goal, the NBPTF provided a platform for entrepreneurs to receive business education, gain access to shared resources, and network with seasoned industry professionals who could offer guidance and investment. The community model was wildly successful and the NBPTF (soon renamed Naturally Boulder) comprehensively wove together the industry hub, earning the organization acclaim throughout Colorado.

Today, Naturally Boulder has approximately 1,100 members and 110 sponsoring companies and serves as a voice for the industry, offering year-round education programming and networking events, mentoring for entrepreneurs, and celebrations that bring together Colorado's vibrant natural and organic products community. Signature yearly events include the Annual Awards, which recognizes leaders in the natural products industry; the Pitch Slam, a Shark Tank-style competition, and the Spring Fling networking event. Naturally Boulder's Executive Director is Bill Capsalis. Kyle Garner, CEO of Maty's Healthy Products has served as President of the Board of Directors in 2022; Brandon Hernandez, Co-Founder of Whole Brain Consulting, is the new incoming President.

The success of Naturally Boulder caught on with members joining from other cities who were eager to create similar communities in their own communities. In 2018, Naturally Boulder replicated its model in California's Bay Area in pursuit of creating a network of natural product accelerator communities. [Naturally Bay Area](#) became the first chapter of the [Naturally Network](#), with [Naturally Chicago](#), [Naturally San Diego](#), and [Naturally Austin](#) following in 2019. In 2020, [Naturally North Bay](#) and [Northern California](#) were added. In 2021, the network welcomed [Naturally New York](#) and [Naturally Los Angeles](#); and in 2022 [Naturally Minnesota](#) joined. The makeup of each chapter is representative of its unique local culture, but all chapters share the idea that they are a community that advances conscious business practices for the natural and organic products industry.

To start a new Naturally Network chapter in your own community, please visit <https://www.naturallynetwork.org/bring-nn-to-your-city> or email info@naturallynetwork.org.