

Leading Edge – Fall 2020

Where: The Business Incubator Center, 2591 Legacy Way, Grand Junction, CO 81503

When: Wednesday evenings, 6-9 pm, August 19 – November 4, 2020

Instructors:

Joe Elliott

jelliott@gjincubator.org

(970) 243-5242

Helen Roe

hroe@gjincubator.org

(970) 243-5242

Resources:

Julie Morey

Director, Grand Junction SBDC

jmorey@gjincubator.org

(970) 243-5242

Laura Mercier

Director, Incubator & Commercial Kitchen Programs

lmMercier@gjincubator.org

(970) 243-5242

What we will provide:

- An understanding of the entrepreneurial experience and entry strategies.
- Training on where to find appropriate marketing research information needed to set business goals.
- Skills needed to set and meet short- and long-range goals.
- An overview of the legal aspects of owning a business and dealing with employees.
- How to determine target markets and reach these markets with the most effective marketing mix and to use this mix to meet financial goals.
- An understanding of financial information and how it can and should be used to steer a business toward its goals and determine how to most effectively reach these goals.
- How to determine exit and/or growth strategies.
- Knowledge to put all this information together in a planning document that can be used to guide a business.
- An opportunity to network with other small business owners and professionals.

What the student will be required to do:

- Attend class, prepared to learn, and engage in discussions.
- Complete weekly exercises and assignments, using each step you've learned to assemble the necessary information to write the business plan.
- Write one section of your business plan each week.
- Present your business plan at graduation.
- Complete and hand in the finished business plan at graduation.

Tentative Syllabus Fall 2020

Topic	Date	Location	Readings + Exercises
Week 1. Introduction, Overview, + 30-Second Pitch-Introduction	Aug 19	Incubator	Chapter 1: The Successful Business Chapter 2: Getting Your Plan Started Chapter 3: Making Your Plan Compelling Chapter 22: Time-Saving Tips
Week 2. Company Background + Industry Overview	Aug 26	Incubator	Chapter 4: The Executive Summary Chapter 5: Company Description Chapter 6: Industry Analysis & Trends
Week 3. Industry/Competitor Research	Sept 2	Mesa County Library Tomlinson Library	Chapter 7: Target Market Chapter 8: The Competition
Week 4. Marketing: Value Proposition, Target Market	Sept 9	Incubator	Chapter 9: Strategic Position & Risk Management
Week 5. Operations	Sept 16	Incubator	Chapter 11: Operations Chapter 12: Technology Plan
Week 6. Marketing: Strategy + Tactics	Sept 23	Incubator	Chapter 10: Marketing Plan & Sales Strategy
Week 7. Cash Flow	Sept 30	Incubator	Chapter 16: The Financials
Week 8. Management, Employees, + Contractors	Oct 7	Incubator	Chapter 13: Management & Organization Chapter 14: Social Responsibility & Sustainability
Week 9. Financials	Oct 14	Incubator	Chapter 17: The Plan's Appendix
Week 10. Financials	Oct 21	Incubator	Chapter 21: Internal Planning for Existing Businesses & Corporations
Week 11. Funding Needs, Exit Strategy, + First Impressions	Oct 28	Incubator	Chapter 19: Looking for Money Chapter 15: Development, Milestones, & Exit Strategy
Week 12. Graduation + Presentations	Nov 4	Incubator	5- minute presentation