

2022 Weekly Synopsis

Week 1 – 2/22: Getting Started (introductions, overview, resources)

Week 2 – 3/1: Market Research (using market research databases to draw conclusions about your target market)

Week 3 – 3/8: Business Model Canvas (one-page business planning tool)

Week 4 – 3/15: Branding & Finding Your Voice (how and why to brand your business)

Week 5 – 3/22: Packaging & Service Management (ins & outs of retail packaging; managing service contracts/orders)

Week 6 – 3/29: Customer Service & Labeling (customer service 101; requirements & tips for labeling a product)

Week 7 – 4/5: Licensing & Entrepreneur Q&A (food licensing- meet the inspectors!; Q&A with business owners)

Week 8 – 4/12: Small Business Financials Part 1 (budgeting, cash flow, bookkeeping)

Week 9 – 4/19: Small Business Financials Part 2 (pricing, funding, digging deeper into financials)

Week 10 – 4/26: Business Coaching & Insurance (meet with a business coach; learn about commercial insurance)

Week 11 – 5/3: Brick & Mortar Readiness (find out what you'll need to run your own facility)

Week 12 – 5/10: Marketing Strategies (what is marketing and why your business needs to do it)

Week 13 – 5/17: Building a Website (how to build an attractive, effective website)

Week 14 – 5/24: Social Media (learn which platforms to use and how)

Week 15 – 5/31: Meet the Buyers (hear from retail buyers, market managers, event planners, project managers, etc.)

Week 16 – 6/7: Camp Completion Celebration (share, congratulate, celebrate)

*All sessions are required and weekly topics are subject to change. There will also be opportunities for peer networking, one-to-one business development meetings, and getting started in our commercial kitchen (food businesses).