

CAN-DO | CAMP

Spring 2024 Weekly Synopsis

Dates & Time: February 19th - May 6th

Every Monday 6:30 - 8:00pm

(Additional Thursday sessions for food businesses only on 3/21, 4/4, 4/18, & 5/2)

Location: Urban Alliance (1009 E. Stockbridge Ave.)

Week 1 - 2/19: Foundation Building: Finding and Defining Your Business (why, vision and mission)

Week 2 - 2/26: Business Model Canvas (one-page business planning tool)

Week 3 - 3/4: What is Branding? (why a business needs a strong brand)

Week 4 - 3/11: Creating a Brand Identity (image, culture, personality)

Week 5 - 3/18: Digital Marketing Basics and Strategies (email marketing, websites, & more)

- **Food Businesses Only - 3/21: Food Product Packaging** (ins & outs of retail & to-go food packaging)

Week 6 - 3/25: Social Media for Entrepreneurs (platform best practices and real-life examples)

Week 7 - 4/1: Business Entity & Trademarks (LLCs, tax implications, protection)

- **Food Businesses Only - 4/4: Labeling a Food Product** (requirements for labeling a product)

Week 8 - 4/8: Business Financials (budgeting, bookkeeping, reports)

Week 9 - 4/15: Customer Relationships (customer service vs customer experience)

- **Food Businesses Only - 4/18: Food Licensing** (food licensing- meet the inspectors!)

Week 10 - 4/22: Developing Your Pitch & Proof of Concept (know your audience, test assumptions)

Week 11 - 4/29: Growth Strategy & Next Steps (goals, planning, & accountability)

- **Food Businesses Only - 5/2: Brick & Mortar Readiness** (learn what you'll need to run your own food facility)

Week 12 - 5/6: Final Pitch & Camp Completion Celebration (share, congratulate, celebrate)

*All sessions are required (12 for non-food and 16 for food businesses) 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).