



2017 Curriculum

February through August

Business Model Development

- Lean business model canvas work and experiments
- Value proposition
- Customer fit
- Customer Validation
- Segments/Channels
- Key Activities/ Partners
- Cost revenue/Capital Requirements
- Qualitative and quantitative research and testing assumptions
- Strengths, Weakness, Opportunities, Threats
- Blue Ocean and Competitors
- Minimal viable product

Entity Formation

- Difference between C Corp's and LLCs and equity and royalties
- All documents and filings associated with incorporation

Product Development

- Intellectual Property and patents
- Licensing and franchising

Customer Development and Discovery

Marketing

- Landing page
- Branding and Packaging
- Visual brand identity

Social Media

- Websites, shopping carts
- Crowdfunding
- Getting pr into magazines
- Getting products on shelves
- Influencer placement
- Search engine optimization
- Persona work

Accounting System Overview

- Chart of Accounts
- Quickbooks

Financial Projections

- Extensive work with Excel

Understanding Financial Statements

- Balance sheets, Profit and Loss, etc.

Projection models

- Future scaling of the business
- Hiring plans
- Revenue plans

Human Resources

- Hiring processes, job descriptions, manuals and policies
- Hiring, firing, and layoffs
- Structuring compensation
- Management styles

Financing plans

- Small Business lender information
- Local banking and lending panel
- Taking on investors
- Taking investment from Family and Friends do's and don'ts

Investor presentation

 Create a pitch deck

 Practice, practice, practice

Executive Summary and investment information

Seminars throughout program such as

Don't eat the seed corn

Partner/Founder relationships

Taking Advice and Interpersonal relations

Negotiations

Partner/Founder division of work and ownership

Board structure/documents/procedures/best practices

Stakeholder management

How to manage a board

Startup positioning, how to tell your story

Executive presentation and representation of self

Services of the SBDC

Programs of Region 9 Financing

City of Durango Business Development Coordinator

Companies attend Alliance events such as Colorado Impact fund lunch

Meet with Telluride Venture Accelerator Companies

Meet with Representatives of Local Venture Fund

Meet with New Mexico Angels about pitches and investors

Founders gatherings with local small business owners in the brewing, floral/gift, manufacturing, water blasting, print and television, food and production, subscription services and many different companies which have products produced locally and shipped nationally and internationally.

Additional presenters and resources brought in as needed on specific areas for the companies throughout the program.

The 2017 program will be approximately the same, but with slight variations based on the industry needs and subject matter expert availability.

This list just reflects the group sessions there are even more sessions set up one on one!