



TAP.2.0

Patricia V. Click

TAP 2.0 Program – Start Ups



'22-'23

SEMINAR SCHEDULE FOR STARTUP BUSINESSES



SEMINAR SERIES	WORKSHOPS	CYCLE 1	OVERVIEW
WEEK 1	Planning Prep & Pinpointing a Vision & Mission <i>Patricia Click, Ventress Click Ventures</i>	10/04/2022	In this session, participants will receive an introduction to the course, as well as, identify key players in business, gather background data, & set a reasonable timetable for staying on track and accomplishing goals. We want our participants to be cautious not to rush or shortchange the process and reaffirm what you/your team does, why it does it, for whom, and what it wants to become.
WEEKS 2 & 3	Mapping Reality <i>Patricia Click, Ventress Click Ventures</i>	10/18/2022	In these sessions participants will accomplish the following: <ul style="list-style-type: none"> Isolate what is currently working and what isn't: strengths and impediments. This includes assessing both external and internal challenges and opportunities. Externally, identify factors that impact your ability to achieve goals and meet targets. This may include consideration of the economy, changes in customer needs, client expectations, suppliers, costs, regulations, etc. Internally, identify factors that impact your ability to achieve objectives, quotas, and goals. This may include considerations like time management, personnel issues, facilities, resources, operation requirements, revenue pressures, etc. Once the factors are identified, participants will engage in Setting Goals and Objectives: Develop goals. In a nutshell, goals answer the core question, "What are the desired outcomes that we want to achieve?" Objectives break the goals into smaller specific pieces that are measurable.
WEEK 4	Brainstorming Marketing Strategies <i>Kalea Sanders, KSW Social Media</i>	11/01/2022	Participants will discuss how they will achieve their goals and objectives. In other words, what are the actions or methods that you will use to meet your goals and objectives. What is your Marketing Plan? Your brainstorming should address key issues, possible choices that must be made, and questions that need to be answered.
WEEK 5	Writing the Business Plan <i>Patricia Click, Ventress Click Ventures</i>	11/15/2022	During this session, participants will select the best course of action for their business and develop a plan. This is a work plan of what will get done when and by whom. It should include the identification of resources, needs, key players, and decisions to be made. Be sure to gather necessary input, secure buy-in for the plan, and seek final approval. One step often missed in the planning process is identifying and Removing Threats & Maximizing Opportunities: Determine the best way to implement your plan. Consider impediments, possible threats, "selling" the action plan, who can help, obstacles, and potential opportunities otherwise known as a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats).
WEEKS 6 & 7	Financial Management <i>Patricia Click, Ventress Click Ventures</i>	01/17/2023	Sound financial management is one of the best ways for your business to remain profitable and solvent. How well you manage the finances of your business is the cornerstone of every successful business venture. Each year thousands of potentially successful businesses fail because of poor financial management. As a business owner, you will need to identify and implement policies that will lead to and ensure that you will meet your financial obligations. To effectively manage your finances, plan a sound, realistic budget by determining the actual amount of money needed to open your business (start-up costs) and the amount needed to keep it open (operating costs). The first step to building a sound financial plan is to devise a start-up budget. Your start-up budget will usually include such one-time-only costs as major equipment, utility deposits, down payments, etc.
WEEK 8	The Perfect Pitch - Business Pitch Competition <i>TBD</i>	1/31/2023	If you're an entrepreneur, you need to know how to pitch your business. Even if you're not planning to pursue funding, having a solid elevator pitch ensures that you know your business inside and out. Which comes in handy if or when you eventually decide to seek out investment. During this session, come prepared to pitch your business plan to a small group of business experts.

Introductions



YOUR NAME



BUSINESS NAME



HOW LONG YOU
BEEN IN BUSINESS



60 SECOND
ELEVATOR PITCH

THE WHY

WHY DO YOU WANT TO START A BUSINESS?

RUNNING A BUSINESS IS A HUGE COMMITMENT IF YOU DO IT RIGHT

MULTIPLE STEPS TO START A BUSINESS

CONDUCT EXTENSIVE MARKET RESEARCH



Getting Started

1. So, you want to break into Entrepreneurship? Well, that's great, but know that it is no easy feat. There are many steps you must take just to prepare yourself to embark on the journey, and once you have started your business, many more steps to maintain the business. This workshop is designed to give you the tools you need to start, run, and grow a business you can be proud of.

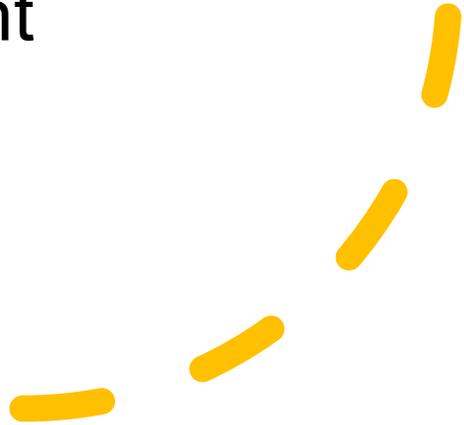
2. At the end of this workshop, participants should be able to:

- Understand the mission and vision for your business
- What problem is your business solving / value proposition
- Why is a business plan important
- How to find free resources available

10 steps when starting a business



Launch your Business – Make sure you have all the necessary legal documents to run your business.

1. Pick your business location
 2. Choose your business structure
 3. Choose your business name
 4. Register your business
 5. Get federal and state tax id numbers
 6. Apply for permits and license
 7. Open business bank account
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Manage Your Business – Work your plan for operating.

Manage your
finances

Hire and
manage
employees

Pay Taxes

Stay legally
compliant

Buy assets
and
equipment

Marketing
and sales

Strengthen
your
cybersecurity

Prepare for
emergencies

And more

Grow your
Business –
Expand your
business at
the right
time.

- Get funding
- Expand to new locations
- Merge and acquire business
- Become a state or federal contractor
- Certifications





Start up Cost

- Office space
- Equipment and supplies
- Communications
- Utilities
- Licenses and permits
- Insurance
- Lawyer and accountant
- Inventory
- Employee salaries
- Advertising and marketing
- Market research
- Printed marketing materials
- Making a website



Vision Statement

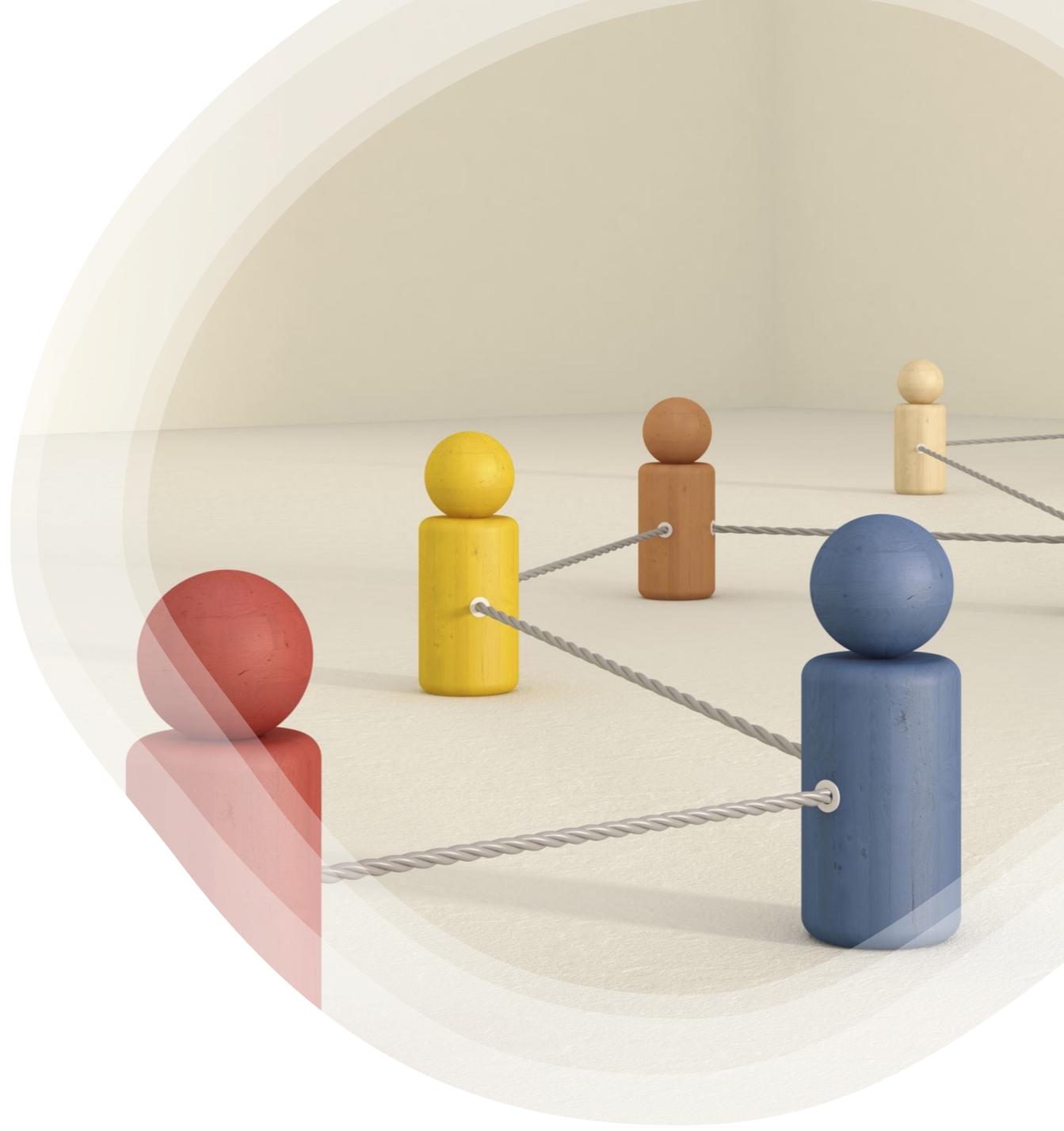
A vision statement details where the organization aspires to go. A good vision statement could be short, simple, specific to your business.

Mission Statement

- A mission statement defines the organization's business, its objectives, and how it will reach these objectives. It is a short summary of an organization's core purpose, focus, and aims.

Business Canvas

- Key Partners
- Key Activities
- Key Resources
- Value Proposition
- Customer Relationships
- Customer Segments
- Cost Structure
- Revenue Streams



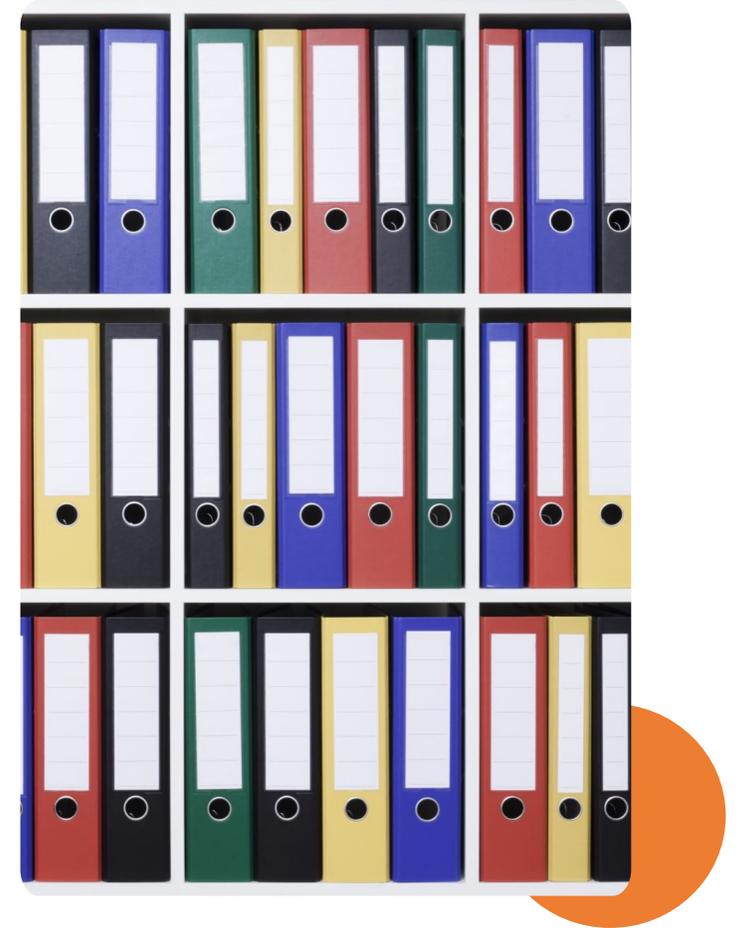
Free small business data and trends

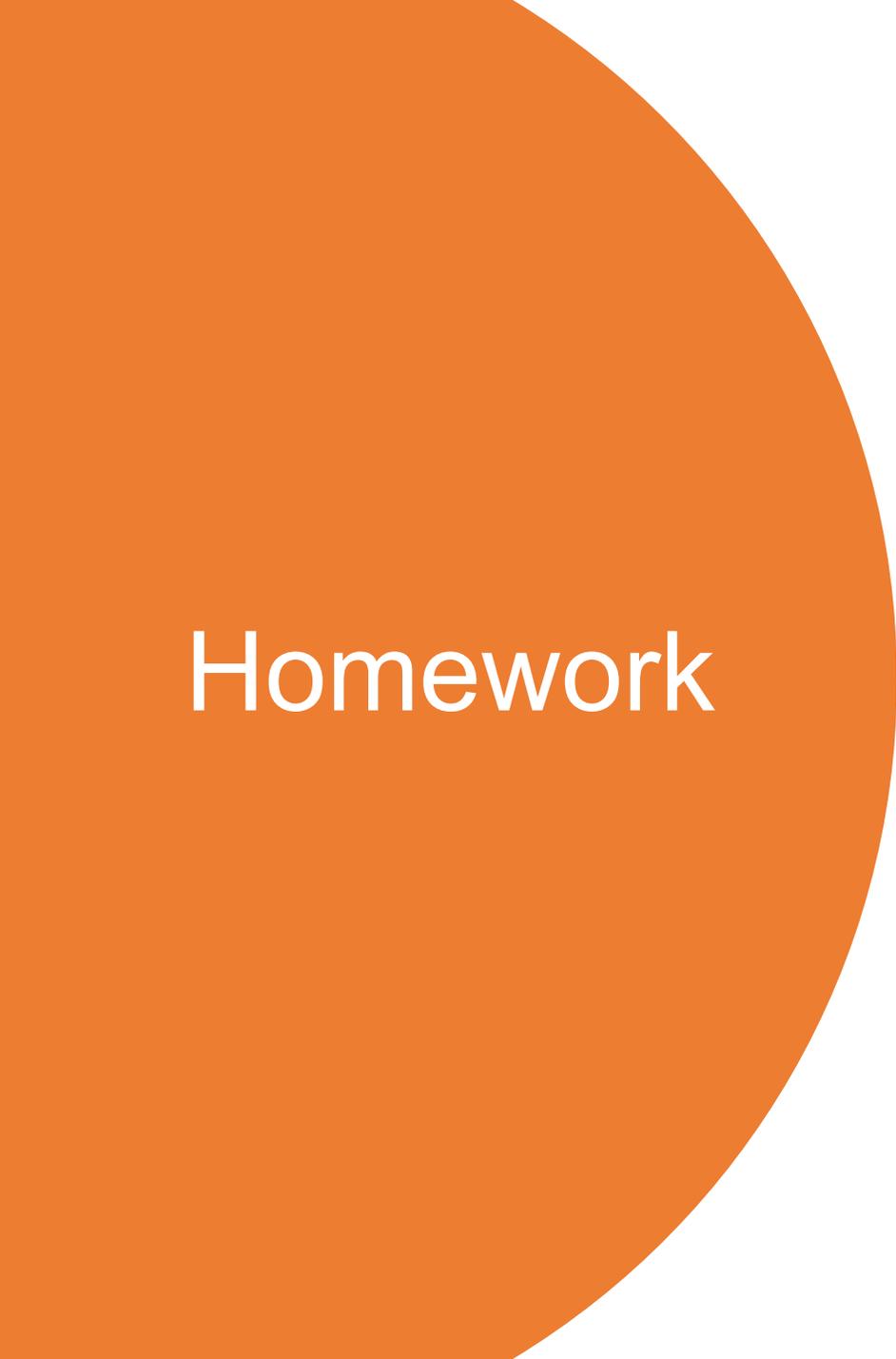
There are many reliable sources that provide customer and market information at no cost. Free statistics are readily available to help prospective small business owners. Consider the following federal business statistics in your market research and competitive analysis:

General business statistics	Find statistics on industries, business conditions.	NAICS , USA.gov Statistics , Statistical Abstract of the United States , U.S. Census Business Builder
Consumer statistics	Gain info on potential customers, consumer markets.	Consumer Credit Data , Consumer Product Safety
Demographics	Segment the population for targeting customers.	U.S. Census Bureau , Bureau of Labor Statistics
Economic indicators	Know unemployment rates, loans granted and more.	Consumer Price Index , Bureau of Economic Analysis
Employment statistics	Dig deeper into employment trends for your market.	Employment and Unemployment Statistics
Income statistics	Pay your employees fair rates based on earnings data.	Earnings by Occupation and Education , Income Statistics
Money and interest rates	Keep money by mastering exchange and interest rates.	Daily Interest Rates , Money Statistics via Federal Reserve
Production and sales statistics	Understand demand, costs and consumer spending.	Consumer Spending , Gross Domestic Product (GDP)
Trade statistics	Track indicators of sales and market performance.	Balance of Payments , USA Trade Online
Statistics of specific industries	Use a wealth of federal agency data on industries.	Statistics of U.S. Businesses

Resources

- IBIS WORLD
- City-Data.com
- Survey Monkey
- Alexa.com
- Census.gov/sdc
- Survey Monkey





Homework

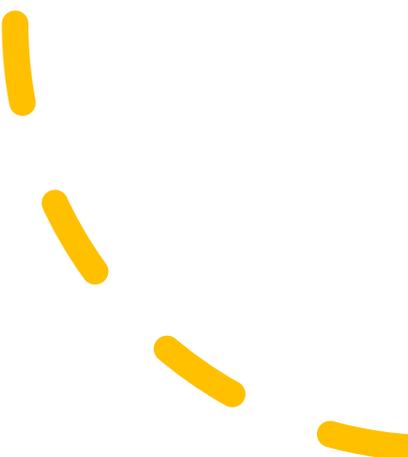
Write your mission and vision statement

Understanding the industry, you are in

Market Research



Business Plan Templates

- <https://hustletostartup.com/wp-content/uploads/2018/08/business-model-canvas-template.png>
 - <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>
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Questions and Answers

Contact Information

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Consultations available

