



TAP.2.0

Patricia V. Click

10/18/22

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.



Mapping Reality

Introductions



YOUR NAME



BUSINESS NAME



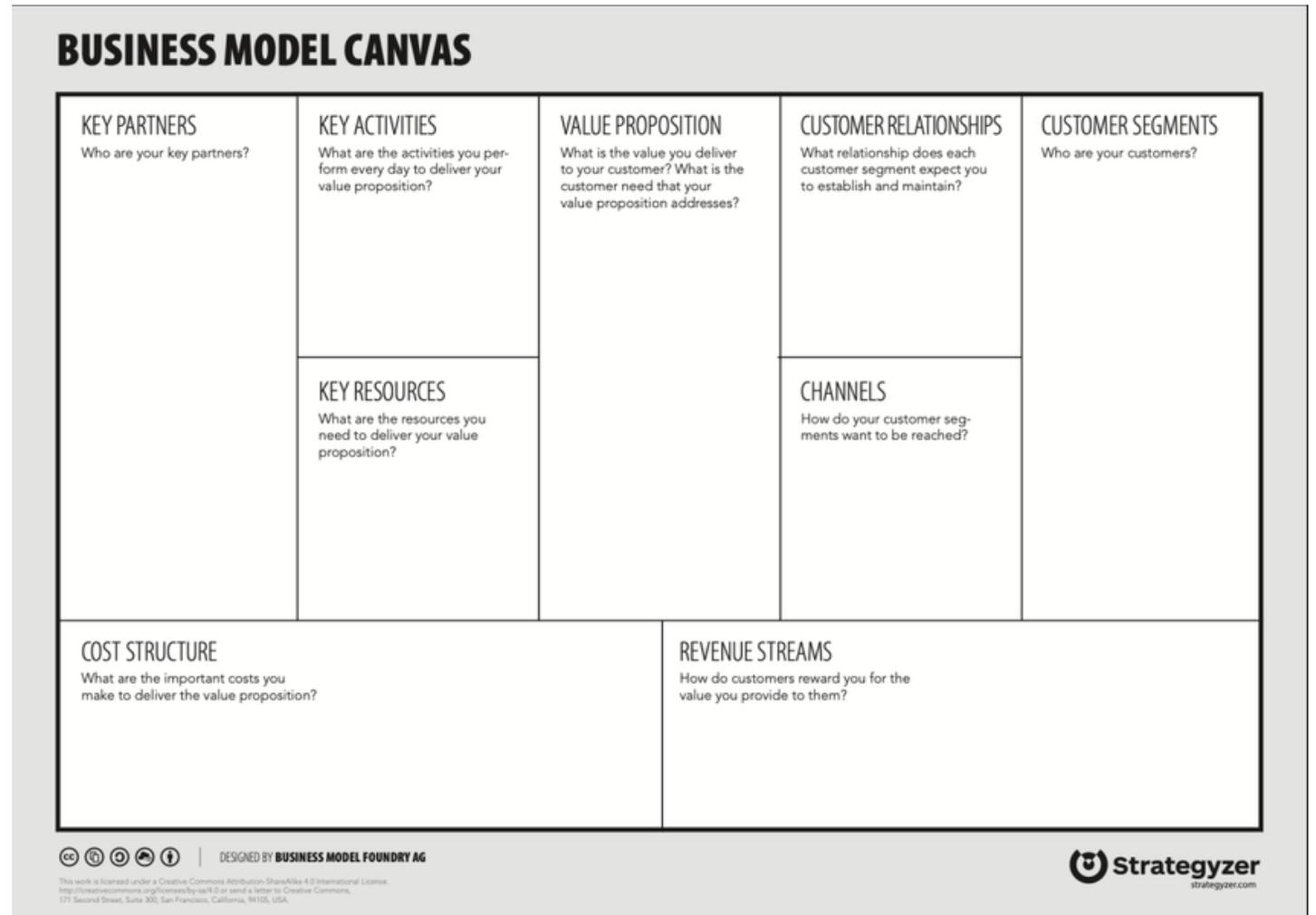
HOW LONG YOU
BEEN IN BUSINESS



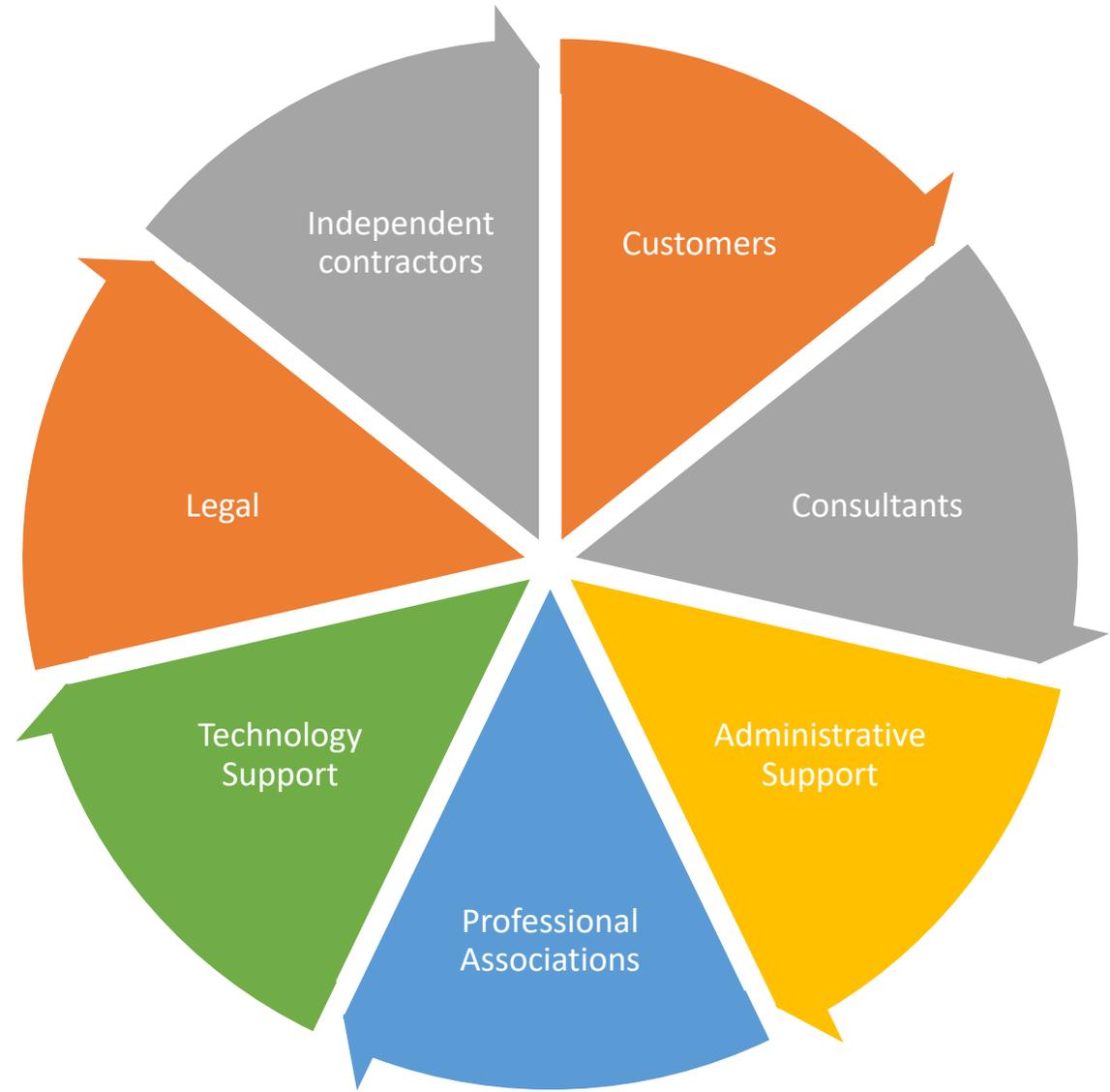
60 SECOND
ELEVATOR PITCH

Business Model Canvas

Courtesy of Business Model Foundry AG



Key Partners –
Who are your
key partners ?



Key Activities



Manage the day- to- day activities



Work with clients



Read emails and respond



Make calls and return calls

Key Resources



Vehicle



Computer



Cell Phone



Tools



Employee
support

Value Proposition

Talk about the value you will bring to the relationship

Your experience

Your staff

Network

Customer Relationships

Active listening

Encouraging clients

Work with discipline

Work with Integrity

Support their dream

Deliver according to schedule

Customer Segments

- This is based on your business / industry
- The demographics of the community
- Psychographics



Cost Structure

- Banking Fees
- Business Insurance
- Tax Preparer
- Office Space
- Software
- Marketing
- Accountant
- Website



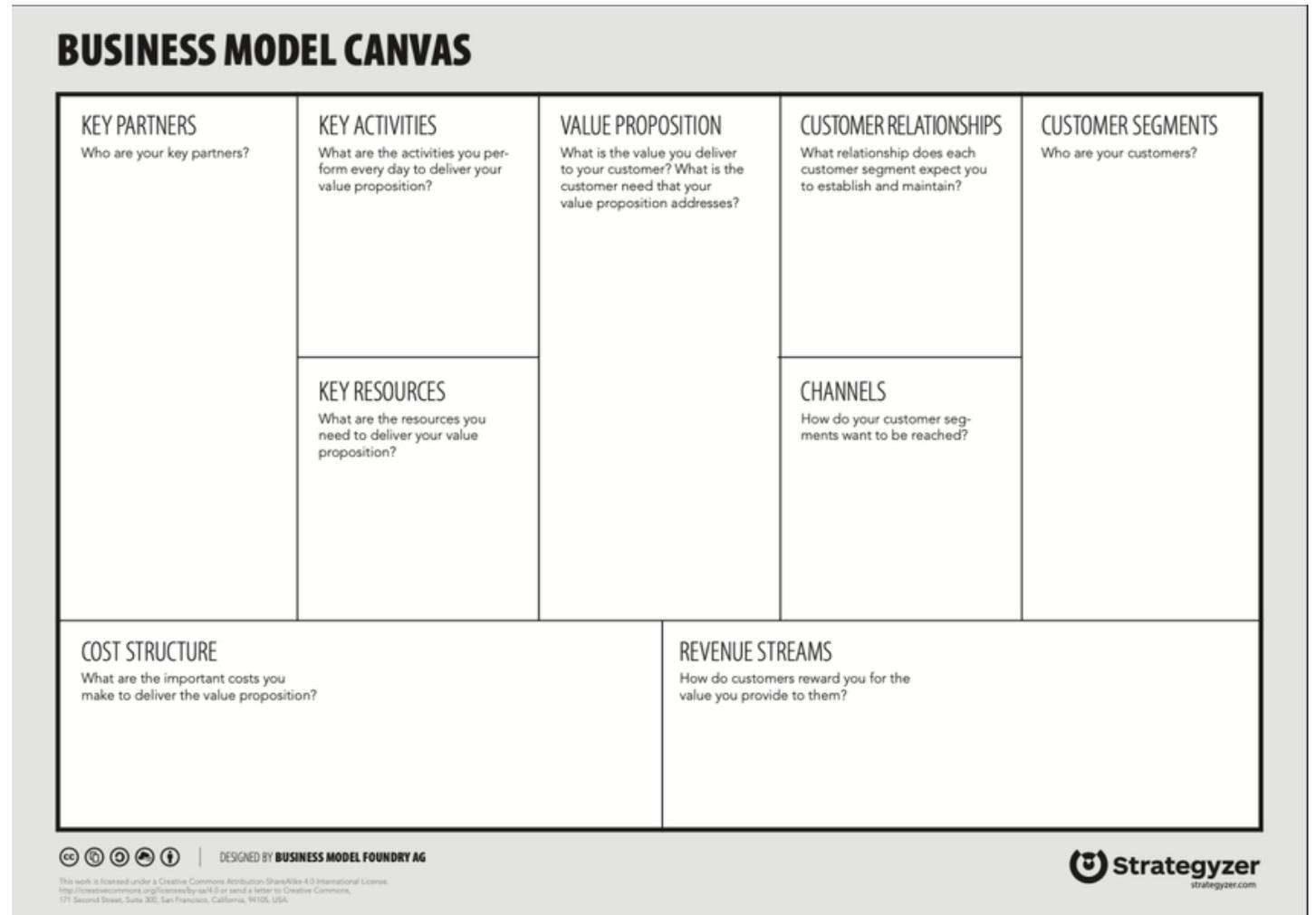


Revenue Streams

- Have multiple streams
- How are you going to make your money
- Have multiple paths of income if possible
- Identify those paths

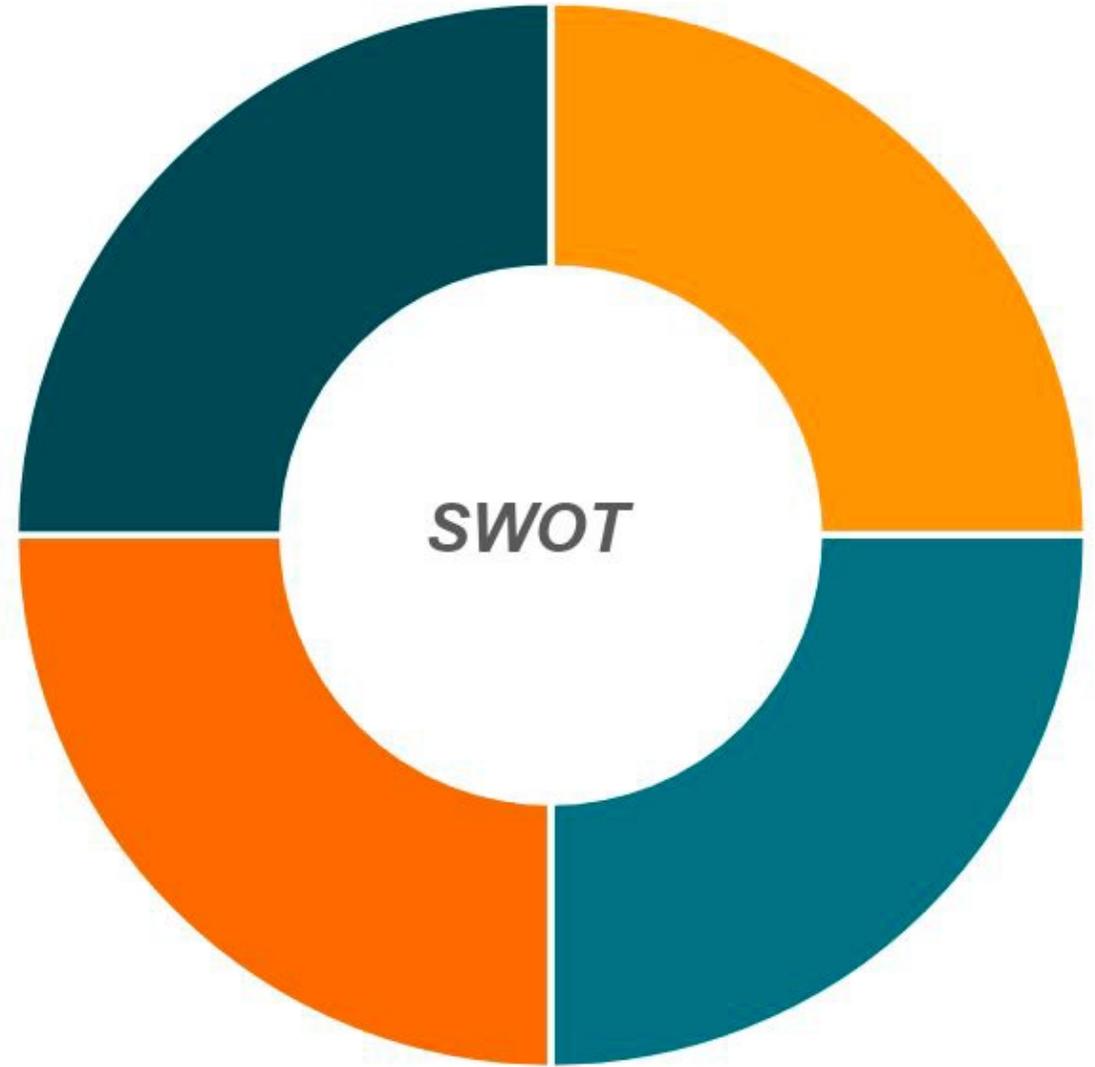
Business Model Canvas

Courtesy of Business Model Foundry AG



S.W.O.T.

- Strengths
- Weakness
- Opportunity
- Threats



S.W.O.T. Analysis Worksheet

SWOT ANALYSIS WORKSHEET

Strengths What do you do better than anybody else? What do others in your department see as your strengths?	Weaknesses Where do you have fewer resources? What do others in your department see as your weaknesses?
Opportunities <i>What trends can you take advantage of?</i> <i>What do customers complain about?</i>	Threats (<i>Risk</i>) What threats can harm your business? What threats do your weaknesses expose?

Strengths

Excellent Planner

Well Organized

Community Sensitivity

Great Communication skills

Network

Weakness



LACK OF
CAPITAL



RELIABLE
EMPLOYEES



OVERCOMING
DISTRUST



FINDING YOUR
CLIENTS

Opportunity



STRENGTHEN MINORITY-
OWNED



COLLABORATION



CHANGE THE CULTURE OF
ECONOMICS

Threats

Change in Laws

Change in requirements

Poor education



Business Canvas Template

- <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>

Resources

[IBIS WORLD](#)

[City-Data.com](#)

[Survey Monkey](#)

[Alexa.com](#)

[Census.gov/sdc](#)

Questions and Answers

Contact Information

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Consultations available
www.bsba-ca.org/

