

CO.STARTERS®

Kingsport 2023
Wednesdays 6:00-9:00pm
@ Create Appalachia
225 W Center St, Kingsport, TN 37660

- February 1, 2023 - SESSION 1: KNOWING YOURSELF
 - Introduction, Assumptions, Working Styles, Team Building, Obstacles
- February 8, 2023 - SESSION 2: KNOWING YOUR CUSTOMER
 - Customer, Problem, Alternatives, Idea Testing
- February 15, 2023 - SESSION 3: FINDING THE RIGHT SOLUTION
 - Solution, Benefit, Advantage, Starting Small, Brand Identity
- February 22, 2023 - SESSION 4: GETTING THE RELATIONSHIP RIGHT
 - Marketing & Message; Getting, Keeping & Growing Customers
- March 1, 2023 - SESSION 5: BUILDING BLOCKS
 - Distribution, Revenue, Typical Offering, Price
- March 8, 2023 - SESSION 6: STRUCTURES & SYSTEMS
 - Legal & Accounting Considerations
- March 15, 2023 - SESSION 7: DISCOVERING THE BOTTOM LINE
 - Startup & Ongoing Needs, Fixed & Variable Costs, Break-Even Point
- March 22, 2023 - SESSION 8: FINANCIAL MODELING
 - Break-Even Point, Sales Projections, Cash Flow, Raising Capital
- March 29, 2023 - SESSION 9: PLANNING FOR GROWTH
 - Growth Plans, Goal Setting
- April 5, 2023 – SESSION 10: CELEBRATION
 - Celebration & Pitch Night

*Cost of course is \$150.00 including materials and networking opportunities.
Each class will have an entrepreneurial speaker with time to discuss issues
relevant to each business/start-up.*

Learn more at <https://syncspace.org/hbdc-costarters/>

Sign up by emailing Liz Bennett at admin@hbdc.org or call at 423-578-6235.