

# CO.STARTERS

## ***Hawkins Co. – Mondays 6:00-9:00 pm - Location TCAT Phipps Bend***

- January 22, 2024
  - SESSION 1: KNOWING YOURSELF
    - Introduction, Assumptions, Working Styles, Team Building, Obstacles
- January 29, 2024
  - SESSION 2: KNOWING YOUR CUSTOMER
    - Customer, Problem, Alternatives, Idea Testing
- February 5, 2024
  - SESSION 3: FINDING THE RIGHT SOLUTION
    - Solution, Benefit, Advantage, Starting Small, Brand Identity
- February 12, 2024
  - SESSION 4: GETTING THE RELATIONSHIP RIGHT
    - Marketing & Message; Getting, Keeping & Growing Customers
- February 19, 2024
  - SESSION 5: BUILDING BLOCKS
    - Distribution, Revenue, Typical Offering, Price
- February 26, 2024
  - SESSION 6: STRUCTURES & SYSTEMS
    - Legal & Accounting Considerations
- March 4, 2024
  - SESSION 7: DISCOVERING THE BOTTOM LINE
    - Startup & Ongoing Needs, Fixed & Variable Costs, Break-Even Point
- March 11, 2024
  - SESSION 8: FINANCIAL MODELING
    - Break-Even Point, Sales Projections, Cash Flow, Raising Capital
- March 18, 2024
  - SESSION 9: PLANNING FOR GROWTH
    - Growth Plans, Goal Setting
- March 25, 2024
  - SESSION 10: CELEBRATION
    - Celebration & Pitch Night

Cost of course is \$150.00 including materials and networking opportunities. Scholarships are available! Please contact us.

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](mailto:admin@hbdc.org) or call at 423-578-6235.