



Yavapai College SBDC Workshop Series *Preparing You for Success in the*

Verde Valley Shark Tank Inspired Pitch Competition

This “Shark Tank” inspired entrepreneur business pitch contest is open to the public. Do you have a “moonshot” idea or an existing business you’d like to expand? Join other entrepreneurs and seasoned experts for this unique Verde Valley event, April 11th - 13th, kicking off with a hands-on business workshop series starting March 7th provided by the Yavapai College Small Business Development Center (SBDC).

Thursday, March 7th

Workshop 1 – An Introduction to Moonshot and A Deep Dive into Your Business Plan

This workshop will give you an introduction into the Moonshot Pioneer Pitch Competition, what to expect, and how to put your best foot forward. We will also introduce you to LivePlan, a helpful online business planning tool, the fee for which is provided by the SBDC. Through LivePlan, we will help you create a vision for your business, help prioritize the tasks that you need to complete, set strategic goals, and set you on a path to success with your one-page business plan (your pitch). This workshop will focus on how to articulate your business goals, and most importantly, how to achieve them.

Hands-on Topics:

- Description of Company
- Vision/Mission/Goals
- Opportunity/Competitive Advantage
- Market Competition
- Products and Services

Thursday, March 21st

Workshop 2 – Creating a Marketing Plan, Delegating Responsibilities, and Identifying Risks

This workshop will explore the marketing opportunities specific to your business, how to leverage your product or service and identify your target markets. We will also explore the internal guts of your business, who is involved and how, and when tasks will be implemented

and by who. This is the time to look at any risks or challenges you may have and how to address those. We will ask you to think of Plan B and C and even D to prepare for unanticipated road blocks and what are the best strategies to maneuver around them.

Hands-on Topics:

- Marketing Plan
- Operations
- Management and Ownership
- Schedule of Implementation
- Critical Risks and Challenges

Thursday, March 28th

Week 3 – Financial Projections and Financing

This workshop will walk you through the financial portion of your plan. How much money will you need to get your business off the ground? You will learn how to create financial statements and how to make projections on future growth. We will also share key tips and tools on creative ways to leverage start up dollars, opportunities to save, and best practices for financial stability.

Hands-on Topics:

- Funding Requirements/Use of Funds
- Owner Investment/Collateral
- Financial Statements
- Financial Projections

Thursday, April 4th

Week 4 – Your Pitch

This final workshop will focus primarily on your solid pitch. We will help you in aggregating the most compelling pieces of your plan and how you will execute it. We will give you the opportunity to practice your pitch and receive feedback from the SBDC team as well as some of your peers. We will assist you in creating a clear, concise message that will help you articulate to the judges and to potential investors why your business is sure to be a success.

Hands-on Topics:

- Review Final Draft of your Business Plan
- Condense and aggregate the business plan into a clear concise message
- Practice your pitch
- Ask final questions

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