



DISCOVER

"I have an idea for a business, but I'm not sure where to start."

Join us April 5th to network and learn if DISCOVER is the next step for you!

Eligibility for Discover Entrepreneur Class at Cumberland Ignite Lab

- I don't have a business plan
- I've been selling a product or service but I have not formally organized my business
- I am thinking through a new business concept or about purchasing a business
- I think I want to be an entrepreneur, but I am not sure what that involves

Description: Nine-week course (2-hour classes on weeknights) plus three hours of one-on-one coaching

Takeaways

- Definition of your business idea and the value you provide to customers
- Basic understanding of what it takes to run a business, including financial and business terminology
- Understanding of how to conduct basic market research for your service or product and create a customer persona
- A basic understanding of how to create a profit and loss statement for your business
- Understanding of local permit process
- Pitch night to hone your communications skills about your idea/business

Ready to

apply? <https://www.surveymonkey.com/r/CumberlandIgniteLabDiscoveryApplication>

We will contact you to discuss your application and class placement

Classes will be limited to 10 participants