



LaunchPad Information

Overview of the Program – LaunchPad is a business basics boot camp to prepare those seriously considering starting a business. By the end of the program, your business will have a fully vetted plan.

The program consists of pre-work, including business idea exploration and market research, before the boot camp; an intense two-and-a-half day in-class program focused on building a business plan; business infrastructure and a viable business pitch; and six weeks of follow-up support to discuss progress and obstacles.

There is a maximum of 12 business owners in the program. Owners are encouraged to bring another business representative. You will receive a Chromebook (one per business) and a one-year license to OneUp, software for accounting, customer relations and inventory. Lunch and refreshments will be included. There is no cost to the participants.

When:

- **Pre-work** – Pre-work will be assigned a couple weeks before the class begins. A few days prior to the class, the participants are required to attend a group call to pitch business ideas and discuss expectations of the program.
- **Class work** - July 12 (8:00-5:00), July 13 (8:00-5:00) and July 14 (8:00 – Noon)
- **Following six weeks** – Participants will attend weekly calls for six weeks

Where: Sedona's Yavapai College campus

Overview of Class Agenda:

- **Day 1, July 12** – Dissect business feasibility, define the mission, determine/validate the best business entity, defend market analysis, set up OneUP accounting system, define how to keep and acquire customers, create CRM database and begin marketing strategy
- **Day 2, July 13** – Setup business operations plan, define project management strategy, build inventory system, set up financial system, review business plan, define launch steps and prepare presentation to pitch the business
- **Day 3, July 14** - Make and present a seven-minute presentation/pitch of the viability and feasibility of the business

*LaunchPad Business Bootcamp is grant-funded by Chase Bank, facilitated by NACET,
and hosted by the city of Sedona.*

LaunchPad Application

Full Name:

Name of Business:

Physical Address of Business:

Start Date of Business (actual or projected):

Email Address:

Phone Number:

Additional Business Representative's name, contact, and role:

Do you have a business plan? Yes No

Do you have internet access? Yes No

Phase of business: Idea Phase Open for Business Growing Business

Please Explain:

Company structure: Sole Proprietor LLC Partnership Incorporated N/A I don't know

Are you using business software? Yes No

Describe your business:

What is the reason / purpose / inspiration behind your business?

What goals do you have for your business that you hope LaunchPad can help you achieve?

How did you hear about LaunchPad Business Bootcamp?

Statement of Understanding: I understand that LaunchPad Business Bootcamp entails:

- (1) A competitive application process
- (2) Pre-course work, nightly homework, a final presentation, followed by 6 weeks of mentorship (as needed)
- (3) 100% attendance by up to 2 business representatives
- (4) Genuine intent / effort to launch my business or implement my business plan.

Electronic Signature: _____ **Date:** _____

***Submit application by June 30, 2017:** Molly Spangler MSpangler@SedonaAZ.gov (928) 203-5117.

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