



Jan 29

Introduction of Business Incubator Staff and Resources

- Meet your classmates and respective projects
- **Diana Conner-Reed** - alumni comments
- **Terri Benson** - Art of the Elevator Pitch
- NAICS North American Industry Classification System
- Essential elements of a Business Plan - LivePlan Intro
- Mission/Values/SWOT Analysis

Feb 5

Market Research

- **Ike Rakiecki** - Mesa County Library resources and business databases
- **Barb Borst** - CMU Library

Feb 12

Formation and Liability

- **Catherine Norton-Breman** - Corporate structure and liability
- **Ken Richards** - Business Insurance & Negotiations

Feb 19

Customer Discovery and Marketing

- **Matthew Breman** - Marketing the Why

Feb 26

Marketing in a Digital Era

- **Bridgett Gutierrez** - Online Infrastructure/digital media marketing
- **David Mason** - Unlocking Business Growth with ChatGPT & AI

Mar 5

Foundations of Business Finance (Forecasting)

- **Kelly Johnston** - Basics of cash flow (projections: expenses/revenues)

Mar 12

Foundations of Business Finance (Financial Management)

- **Kelly Johnston** - Financials P&L / Balance Sheet / Taxes / Accounting Software

Mar 19

Foundations of Business Finance (Review/Case Study)

Mar 26

Human Resources (Best Practices)

- **Kelly Murphy / Ed Krey**

April 2

Human Resources (Compliance)

April 9

Funding Pathways and Exit Strategy - Panel Discussion

- Community Lender - **Helen Roe**
- Private Equity and Venture Capital - **Debbie Richard**
- Private Equity - **Matt Mayer**
- Commercial Lender - **Tyler Dahl**
- Business Exit/Brokerage - **Kyle Serrano**

April 16

Class Individual Business Strategy/Plan Presentations and Graduation Dinner