



WHAT'S YOUR BIG IDEA?

Join the CO.STARTERS 9-week program and get the insights, relationships, and tools needed to turn business ideas into action.

 **CO.STARTERS®**

Beginning

For more information: info@swnmACT.org / 575-538-5560

Apply online at:



this exciting opportunity is
coming to Grant County -
Session#1: March 19th, 2020

CO.STARTERS flagship offering is a 9-week, cohort-based program that equips entrepreneurs of all kinds with the insights, relationships, and tools needed to turn ideas into action.

What's Covered

During this 9-week program, participants develop and fine-tune their ideas, critically examining every part and determining next steps through real-time feedback from people in the community.

The CO.STARTERS program is structured in weekly three-hour sessions covering the following topics:

Week 1: Knowing Yourself

Assumptions, Working Styles, Team Building, Obstacles

Week 2: Knowing Your Customer

Customer, Problem, Alternatives, Solution, Benefit, Advantage

Week 3: Getting the Relationship Right

Marketing, Message & Getting Customers

Week 4: Building the Model to Scale

Starting Small, Distribution, Revenue, Typical Sale, Price

Week 5: Strengthening Your Structure

Business Structures, Legal Considerations

Week 6: Discovering Your Bottom Line

Startup & Ongoing Needs, Costs, Breaking Even

Week 7: Accounting for Growth

Break-Even Point, Sales Projections, Cash Flow, Accounting

Week 8: Planning for the Future

Raising Capital, Growth Plans, Goal Setting, Pitch Prep

Week 9: Celebration Night



What Participants Get Out of the Program

Participants in the CO.STARTERS 9-week program leave with:

- A deeper understanding of how to create a sustainable business, i.e. a process for figuring out whether or not an idea is good and how to change it to make it work.
- The ability to articulate how their businesses work.
- The next steps needed to move forward.
- A community of peers, mentors, business services, and a global network of support.

Apply online:
www.swnmACT.org
a \$125 registration/materials fee will be requested upon acceptance of each application - some scholarships are available, please email/call for more info

INTERESTED?
Contact your Silver City
CO.STARTER hosts for more info -
Lee Gruber / Bridgette Johns
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