

Bright Idea to Business Plan



Tools for Building Small Businesses in Youngstown



Youngstown Neighborhood Development Corporation and Ohio State University Extension - Mahoning County are pleased to present a **FREE** intensive business planning course geared to help those starting small businesses in the city of Youngstown. Participants will leave the class with a business plan outline as well as resources to refine your plan and apply for financing if necessary—including a special YNDC financing opportunity. Financial and credit counselling is also available and highly recommended to help you prepare for business success. ***While the classes are FREE, participants should commit to attending the entire series.*** Workbooks and class materials will be provided.

Class Schedule

Week 1: March 17 — *Why Me? Why This? Defining Your Vision*

Mission, Values, and Goals
Elements of a successful Business

Week 2: March 24 — *What Do I Need to Succeed?*

Land and Facilities
Equipment and Materials

Week 3: March 31 — *Workplans and Workflows*

Day to Day — Schedules and Planning
Business Scale and Business Scope — Planning Your First Year

Week 4: April 7 — *Where Do I Fit? Doing Market Research*

Strengths, Weaknesses, Opportunities, and Threats — Refine Your Concept
Analyzing the Market — Competition is Not a Dirty Word

Week 5: April 14 — *Selling It; Market Strategies*

Where Are Your Customers? Researching Your Market
Pricing and Profit — Balancing Your Business

Week 6: April 21 — *Will I Make Money? Projecting Your Finance*

Starting Out and Saving Up — What Will I Need?
Managing Money Flows and Testing Your Plan

Week 7: April 28 — *Bring It All Together; Business Plan Presentation Party*

Bring a Friend and a dish to share! Come dressed to network and present your business!

All classes will be held at Iron Roots Urban Farm, in the HMHP Foundation Demonstration Kitchen located at 822 Billingsgate Avenue. Classes will be held from 6-9PM on selected dates. Please contact Liberty Merrill at YNDC to fill out an application. She can be reached at (330)480-0423 or via email at lmerrill@yndc.org.



YOUNGSTOWN
NEIGHBORHOOD
DEVELOPMENT CORPORATION



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES