

Bright Idea to Business Plan



Building Your Youngstown Food and Farm Business



The Youngstown Neighborhood Development Corporation, the Common Wealth Kitchen Incubator, and The Ohio State University Extension, Mahoning County are pleased to present a FREE intensive business planning course geared to help those starting food and farm based businesses in the city of Youngstown reach their goals. Participants will leave the class with a business plan outline, and will also have opportunities to network and apply for financing. **The classes are FREE, but participants should commit to attending the entire series.** Workbooks and class materials will be provided. Please mail your application to YNDC, 820 Canfield Road, Youngstown, OH 44511 or email to Sophia Buggs at sbuggs@yndc.org by March 19, 2014.

Class Schedule

WEEK 1: March 27—Why Me? Why This? Why Now? Defining Your Vision

Mission, Values, and Goals
Elements of a Successful Business

WEEK 2: April 3—What Do I Need to Succeed?

Land and Facilities
Equipment and Materials

WEEK 3: April 10—Workplans and Workflows

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

WEEK 4: April 17—Where Do I Fit? Doing Market Research

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

WEEK 5: April 24—Selling It; Marketing Strategies

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

WEEK 6: May 1—Will I Make Money? Projecting Your Finances

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

WEEK 7: May 8—Bringing It All Together; Business Plan Presentation Party

Bring a friend and a dish to share! Come dressed to network!

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 Sophia Buggs at the YNDC to fill out an application. She can be reached at (330)480-0423 or via email at sbuggs@yndc.org.



**YOUNGSTOWN
NEIGHBORHOOD**
DEVELOPMENT CORPORATION



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



**Common Wealth
Kitchen Incubator**

Taking home cooking to the next level