



Small-biz.XLR8

Investigate, Articulate, Disseminate



Investigate

Market opportunities,
assets, and growth needs



Articulate

Clear and effective
value propositions



Disseminate

Messages, products &
services, and growth plans

Program Overview

Small-biz.XLR8 is 10-week flexible training and support program empowering entrepreneurs to create actionable growth strategies for their business. The Small-biz.XLR8 program teaches essential business growth principles while forming mentors relations among peers, regional business experts, and links to funding groups.

What do small business owners get out of the program?

- Deeper understanding of current value and positioning in the marketplace.
- A methodology to design and execute market-fitted growth strategies.
- Network of peer business owners, local mentors, and regional experts.
- Framework for a plan and budgetary strategy to present to potential funders.



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"Joining the program marked the beginning of my company becoming professional and profitable, we are forever grateful! As a business owner without prior business training and just my experience, I appreciated how the program made business principles easy to understand and apply."

Eloisa Alvarez, It's Cleaning Time! LLC.



"The information I learned from the course plus the relationships I developed in the class were invaluable!"

Bianca Neal, ReRoute Music Group



"Before joining, we were working on straight intuition. The program empowered me with the vocabulary and working knowledge of business concepts that have been crucial to our evolution as a business."

Kristin Fields, mmmpanadas



"The program taught us to understand our business as a whole, as well as specific tools and strategies for growing and adapting. We also got the opportunity to connect with a community of other small business owners and learn from one another."

Valerie Ward and Amelia Raley, <http://www.sweetritual.com/>



[Click here to apply for the program.](#)

Deadline is 5:00 PM April 29, 2021.

10 Sessions start May 18th and continue Tuesdays from 4-5:30 PM.

Company Presentations: August 17, 2021.

More information: [click here!](#)



Program

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Program Details:

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1

Class will be held for 10 weeks and a final pitch presentation will follow after

2

A methodology to design and execute market-fitted growth strategies

3

Access to a network of peer business owners, local mentors, and regional experts

Curious about the class structure?

Class Schedule

Class Sessions will be held on Tuesday Afternoons

Session 1

May 18, 2021 Tuesday
Defining the Market
Problem

Session 2

May 25, 2021 Tuesday
Understanding Your Value
Proposition

Session 3

Jun 01, 2021 Tuesday
Communicating Your
Sales Message

Session 4

Jun 08, 2021 Tuesday
Designing a Sales Pipeline

Session 5

Jun 15, 2021 Tuesday
Pivoting to Reach New
Markets

Session 6

Jun 22, 2021 Tuesday
Building Sales Channels

Session 7

Jun 29, 2021 Tuesday
Linking Your Sales Plan
with Budget

Session 8

Jul 06, 2021 Tuesday
Defining Goals and Plan

Session 9

Jul 13, 2021 Tuesday
Building a Growth
Roadmap

Session 10

Jul 20, 2021 Tuesday
Pitching for Partnerships



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- Kristin Fields, mmmpanadas