



B²Hub Accelerator Program

Cohort 2102 – 3 Month Plan (6-month if requested)

Opening Date: May 03, 2021

Welcome!

The beginning of your journey to develop your business concept is in partnership with experienced business owners, academic professionals, and various resource partners from our surrounding community.

☐ **Week 1: Day 1 (Starting: May 24, 2021)**

Start your development by acknowledging the available resources around you.

- Explore the BAMBIZHUB.com Website
- Review the [Startup Guide](#)
- Examine the [board members](#) as a provided resource and professional background available to you throughout your development.
- Refresh your one-touch (click) to other resources on the website, including your [Modular Learning](#) courses, to begin the process of articulate a path to develop the concept.
- Review other available methods to develop the means to manage, increase leadership skills, marketing, and critical components of your business while developing yourself as an entrepreneur.

PRE-STARTUP

☐ **Week 2: Day 2 - 7 (Ending: May 30, 2021)**

➤ *Title of the Course: Brainstorming New Idea*

The Pre-Startup requires a brainstorming plan, researching to acknowledge your customers and competitors while determining demand and product/service fit.

- Acknowledge the risk and failure points of your concept to remove the point of failure.
 - Define your target market – remember to narrow that market to ensure a direct focus.
 - Deploy each of the minds maps to ensure you have covered “all” the “what ifs” scenarios.
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☐ **Week 5: Day 8 – 21 (Ending: June 13, 2012)**

➤ ***Title of Course: Research Your Market***

Researching is an ever-ending process throughout the life of your business development and should remain an essential part of your business success.

- Research the entire industry and potential markets.
 - Questions your mentor will ask in your appointment.
 - Who is the potential customer?
 - What are their methods of shopping and purchase habits?
 - How large is your target market?
 - Why are they willing to pay for your product/service?
 - Who is your direct and indirect competition?
 - Acknowledge and define your competitors' strengths and weaknesses.
 - Important - understanding your customer and the market conditions.
 - What are the trends – regarding your industry referring to your product/services?
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☐ **Week 5: Day 22 – 23 (June 14 or 15, 2012)**

NOTE: Schedule an appointment with a Mentor for this week.

- *You should complete your market research and make sure to bring “ALL” your material in which you have developed from brainstorming to researching your market.*
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☐ **Week 5: Day 23 – Day 36 (Ending: June 28, 2021 - Monday)**

➤ ***Title of Course: Feasibility Analysis***

Conducting a feasibility Analysis requires an evaluation of product/service development concerning economic, operational, and the ability to schedule various restrictions or delays.

- Be prepared to present your answers during your next mentorship appointment.
 - Evaluate legal issues associated with the product or service.
 - Are there underlining conflicts?
 - Are there reasons for copyright, patent, or trademark?
 - Have you requested a Limited Liability Company filing? Organization agreement? (Talk to your mentor)
 - What is the economic advantage of your development? Jobs? Customer fulfillment?
 - What are the factors for launch – and how do they coincide with viability and cost?
 - What financial resources are considered?
 - Does the problem require a solution? Why?
 - What might be the potential resistance to providing change? And will the customer adapt to change?
 - Define your target customer...Estimate the number of customers...Determine your penetration rate or capabilities that describe a plan?
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☐ **Week 7: Day 37 – Day 38 (Ending: June 29/30, 2021 – Tuesday/Wednesday)**

➤ ***Title of Course: Intellectual Property***

IP protections allow a competitive edge when advancing intellectual property or attending to utilize others' intellectual property. Our fundamental approach includes having ideas in development with an understanding of design/utility patents. BAM Consulting offers this excellent course to introduce the world of intellectual property. The design of the course is in partnership with knowledgeable leaders in the field.

- Design, Utility, and Plant Patents
 - Form of IP
 - Methods of Protection
 - Copyrights – Literary works, Music, and software
 - Trademarks – Services Marks, Collective Marks, and Certification Marks
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PRE-LAUNCH

☐ **Week 7: Day 39 – Day 48 (Ending: July 3, 2021 - Saturday)**

➤ ***Title of Course: Business Model Canvas***

NOTE: After your scheduled appointment with your mentor – and they believe you have reached your full potential receiving approval to move on...you will receive a code to enter the Pre-Launch Development

This week will begin with articulating your Business Model Canvas requiring the completion of the following.

- Understand the value proposition – and prepare to present to your mentor.
 - Download the Business Model Canvas and fill in the significant components while moving through the provided content.
 - What are the benefits of your product/solution and the features...meanwhile, what are your customer's wants, fears, and needs in support of your development?
 - List the elements of value – is it technology-intensive? Improve performance? Is it customizable? Will it provide a more straightforward process? How about price – is it considered to be cost-driven or value-driven, and why?
 - Have you interacted with potential customers applicable to a "right" solution?
 - Who are your key partners, and what are their value-added to ensure the value proposition?
 - What are the most important things the company must do to ensure the business model works?
 - What will your company need to develop human and financial resources?
 - Are you fixed cost? Variable Cost?
 - How will your company keep growing?
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☐ Week 10: Day 49 - 51 (Ending: July 13, 2021 - Tuesday)

➤ *Title of Course: Pricing Modeling*

Note: After completing your business model canvas, make an appointment with your mentor to discuss your business model and be prepared to answer your development questions. Make sure to bring your model (download chart) to enable the discussion.

- Read the price modeling courses to determine pricing factors.
 - Understand the effects of low pricing collectively with product uniqueness.
 - What is the “right price?”
 - Define the advantage of your pricing structure?
 - What will overprice accomplish?
 - How are you enabling your customers with the ability to “NOT” overlook the benefits that provide value?
 - What type of pricing model will you use and why?
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☐ Week 10: Day 52 – Day 61 (Ending: July 23, 2021 – Friday)

➤ *Title of Course: Marketing Strategy*

The Marketing Strategy courses provide the foundation for articulating your market requirements, acknowledging strengths, weaknesses, opportunities, and threats (SWOT). The outcome will determine the necessary abilities to compete in a complex marketplace.

- Be prepared to provide information to your mentor on the following topics...
- Outline the overall marketing strategy.
- Identify the target market and develop a marketing budget.
- Develop the necessary objectives to secure the required goals.
- Apply your research to structure your marketing strategy.
- How significant is the market opportunity for your product?
- What is the advantage of your brand against the competition?
- Which demographics are inclined to purchase your product/service?
- What is the best choice for an advertising campaign that ultimately will resonate best with your target market?
- Understand your competitors – why do they become stagnant; research can diagnose the causes and provide the foundation for developing new products or services to launch and enter the markets.
- What is your cause marketing strategy? And describe the objectives to ensure expected results.
- Prepare to get an explanation of your target audience – who are they, what do they look like?
- What kind of marketing budget will you apply? (See Budget Methods)
- How will you deploy marketing campaigns and what channels will you use, and why?

Schedule – to – Launch

☐ Week 11: Day 62 – 77 Day (Ending: August 14, 2021 – Sunday)

➤ ***Title of Course: Develop Your Business Plan and Financial Projections***

Note: After completing the “Marketing Strategy Course,” make an appointment with your mentor to discuss your applied strategy and be prepared to answer questions regarding your development. Make sure to bring all material associated with your development to enable the discussion. If you are approved to move to the next level, we will enroll you in the final module (Schedule-to-Launch).

- In this phase, you will be challenged with understanding your numbers and the development of your business.
- Be prepared to provide the following information to your mentor regarding these topics.
- Understand your vision and the mission to exist.
- The process requires that you prepare for the target audience.
- Explain why you are seeking to enter the market.
- Are you seeking high-end customers to drive value...what is the plan?
- Create your company profile using the business model canvas.
- Begin to describe “all” aspects of the business collectively with a strategic marketing plan.
- What are your objectives to reach success, and does it reflect your mission?
- Explain your startup cost.
- What are your projected total net sales, cost-of-sales, gross profit, controllable expenses, and fixed expenses?

☐ Week 14: Day 78 - Day 80 (Ending: August 11, 2021 - Wednesday)

➤ ***Title of Course: Lending Opportunities***

There are numerous ways that entrepreneurs can acquire funds to fuel their venture. Many will be using personal savings or develop a partnership with a family member. Nevertheless, you will need to know the credit requirements, processes, and types of loans that are readily available to power your dream.

- Strongly suggested is to read the “Lending Opportunities” to understanding the effects of credit and compare commercial lending and Small Business Administration (SBA) loans.
- ***Understand the methods to create, repair, and enable an excellent credit report before seeking capital.***
- The selection explains small business banking, SBA financing, and the importance of pulling your credit, and why it matters.
- We have provided insights on personal credit and business credit to begin forming the necessary foundation to achieve distinction.
- You will become acquainted with credit reports, the reporting bureaus, and the ability to access your credit history.
- Understanding the process of receiving a credit card from the bank, apply for a secured loan, and why a store credit card may boost your credit rating.
- Understanding the cost-of-credit, fix rates, and the means to evaluate an SBA checklist for a loan.

☐ **Week 14: Day 81 – Day 85 (Ending: August 16, 2021 - Monday)**

➤ ***Title of Course: Investor Fact Sheet***

Note: After completing the “Develop Your Business Plan and Financial Projections”, and “Lending Opportunities”, make an appointment with your mentor to discuss your business plan and be prepared to answer questions regarding your development. Make sure to bring all material associated with your development to enable the discussion.

- The section presents the necessary framework to articulate the facts, focus on performance, and describe the purpose. Be prepared to example the following;
- What is your business core details, and why you believe you standout? What makes you better than your competitors?
- What partnerships have you established to increase the investor’s confidence and maintain their interest?
- What is important to you when powering a strong introduction?
- What are your milestones, primary achievements, objectives, and expectations of the venture – reinforce the value.
- What is used as key performance indicators in support of the company’s overall health and wealth?
- Size of market pain and gain?

Week 15: Day 86 – Day 93 (Ending: August 24, 2021 - Tuesday)

➤ ***Title of Course: Award Winning Pitch Deck***

There are opportunities behind every door, it remains unfortunate we are unable to control when the opportunity comes knocking. The outpour is why you should prepare to deliver that forever pitch. The importance of providing a pitch represents a once-in-a-lifetime prospect to obtain needed capital, whenever the opportunity presents itself. I cannot begin to express the value of learning to plan, evaluate, and present your idea to create buy-in from potential investors and lenders.

To begin, you will need a clear understanding of both the business and emotional sides to generate buy-in.

- Is the presentation short and concise?
- Does it tell a story while increasing audience interests to know or learn more about the development?
- What are the main points to drive feedback – is it planned to empower your audience to ask questions?
- What are the benefits, and the method to present add-value?
- What is the game plan to continuously create market value essentially to maintain sustainability?
- The size of market, demand, and revenue streams to offset costs explained?

☐ **Week 16: Day 94 – Day 101 (Ending: September 1, 2021 - Wednesday)**

➤ ***Title of Course: Go-to-Market Strategy***

Note: After completing the “Investor Fact Sheet,” make an appointment with your mentor to discuss your development and be prepared to answer questions. Make sure to bring all material associated with your development to enable the discussion.

- The following section provides a foundation of readiness to enter the market and take your planned position.
- To begin, you will need a clear understanding of your customer needs to ensure their fulfillment.
- Perform a customer analysis to evaluate product need, pricing, convenience, and plan experience.
- Describe what motivates your customers to purchase and why.

- What are your customers' expectations or needs?
 - Describe your market demand, characterization, and forecast of demand.
 - What are the company's capabilities to meet demand regarding your competitive advantage?
 - Determine who the competitors are - if they are profitable, expanding, or maintaining prosperity.
 - Why is your company a better choice? Develop your competitive advantage to secure your target market.
 - Do you have affiliate partners?
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☐ **Week 17: Day 107 or 110 (Ending: September 10, 2021 - Friday)**

Congratulations!

- During the next week – make an appointment with your mentor for final review.

Review your Appointments below.

Required Appointments to Discuss your Development.

Important dates requiring mentor evaluation, guidance, and direction of your development. Schedule your Appointment “72 hours or more” before the appointment date. Other discussions may occur specifically to assist in the development – possibly assigning more resources.

Scheduled Meeting – 1

- **Week 1: Day 1 Welcome -Onboarding**
 - Expectations
 - Outline of development
 - Introduction to meeting reviews
 - Process and policy
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Pre-Startup

Schedule Meeting -2

- **Week 5: Day 22 or 23 (Ending: June 16, 2012 - Wednesday)**
- **Review: Brainstorming, Research Outcomes, and Feasibility Analysis**
- **Brainstorming maps.**
 - a. Review process, the applied methodology
 - b. Market focus
 - c. “What if” - scenarios
- **Researching the Market.**
 - a. Determine Direct/Indirect Competition
 - b. Customer Characteristics

- c. Market overview, trends, purchasing habits.
- **Feasibility Analysis**
 - a. Develop the starting point.
 - b. Review the requirements – legal issues, conflicts, LLC/DDA, factors for launching.
 - c. Determine why the problem needs a solution.

Schedule Meeting-3

- **Week 7: Day 37 or 38 (Ending: June 30, 2021 - Wednesday)**
- **Review: The Pre-Launch Development to achieve Pre-Launch status**
- **Pre-Launch Determination**
 - a. Evaluate overall process, completion, and associated data to determine size of opportunity.
 - b. Review for additional evidence to determine revenue streams.
 - c. Evaluate barrier-of-entry and size of demand.
 - d. Describe the characteristics of the customer.
 - e. Review the target market, channels, and digital platforms.

Pre-Launch

Schedule Meeting-4

- **Week 10: Day 50 – 51 (Ending: July 13, 2021 - Tuesday)**
- **Review: The “Business Model” and prepare to begin the “Pricing Strategy.”**
- **Business Model**
 - a. Review the value proposition – (Pains and Gains of the market).
 - b. Review key partners, resources, activities, and cost structure.
 - c. Evaluate applied methodologies to develop customer relationships.
 - d. Channels and distribution and revenue streams
- **Pricing Strategy**
 - e. Pricing strategy to develop a competitive structure – benefits of providing value.
 - f. Cost-driven capabilities are relevant to comparing with value pricing.
 - g. Deployable price model – and relevant facts of the development.

Schedule Meeting-5

- **Week 11: Day 59 or 60 (Ending: July 22, 2021 - Thursday)**
- **Review: The “Pricing Model” and “Marketing Strategy”**
- **Pricing Model**
 - a. Applied methods of setting pricing.
 - b. Evaluate the ability to capture added value.
 - c. Developing a pricing framework
- **Marketing Strategy**

- d. Building a market strategy – budgeting for objectives to obtain essential goals.
 - e. Identify the target market and structure the process.
 - f. Methods of marketing and types, platforms, and content
 - g. Acknowledge competitors relevant to the marketplace to determine what works.
 - h. What are the objectives to ensure expected results?
 - i. What channels will be used?
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Schedule-to-Launch

Schedule Meeting-6

- **Week 15: Day 85 or 86 (Ending: August 17, 2021 - Tuesday)**
- **Review: The “Business Plan” and “Lending Opportunities.”**
- **Business Plan**
 - a. Review the ideology and methodology of developing the business.
 - b. Review the Business Model – Evaluate the value proposition and vital elements.
 - c. Articulate the Mission and Vision to match the value-added.
 - d. What are the company objectives to reach success, and does it reflect the mission?
 - e. Describe company profile using the business model canvas, specific background, and achievements.
 - f. Formulate an explanation “relevant-to-purpose” regarding the rationale to enter the market.
 - g. Define the target market and characteristics of their persona.
 - h. Describe the channels of distribution and associated platforms.
 - i. Present associated numbers to develop the business projections.
 - j. Present "all" aspects of the business collectively with a strategic marketing plan.
 - k. What are the company objectives to reach success, and does it reflect the mission?
 - l. Explain the startup cost, operation, and cash-flow developments.
- **Lending Opportunities**
 - m. Review credit score – and means of correction to increase lending opportunity.
 - n. Applied methods to build credit.
 - o. Understanding loans, terms, and types for small businesses.
 - p. Commercial lending and SBA loans – in comparisons.

Schedule Meeting-7

- **Week 16: Day 93 or 94 (Ending: August 25, 2021 - Wednesday)**
- **Review: The Investor Fact Sheet and Award-Winning Pitch Deck**
- **The Investor Fact Sheet**
 - a. Understanding your business plan – projections to illustrate achievements that reflect milestones.
 - b. What is the product/service – substantiate essential information?
 - c. List the facts about the company and describe the call-to-action.
 - d. What is the focus relevant to grabbing critical attention?

e. What is the operational deployment – process, key activities, partners, customers, and revenue?

- **Award-Winning Pitch**

- f. Describe the outline of your pitch – the breakdown, including topics and sequence of conversation.
- g. Describe the audience – define the ability to create interest while providing “Interest-Points.”
- h. Describe the problem and solution – What is the benefit of using your company.
- i. Methods of illustrating your organization structure, flexibility in a complex market, and describe methods to encourage growth while maintaining sustainability.
- j. Demonstrate the logic relevant to size of demand, and characteristics of the market.
- k. Who will buy this product/service and why?
- l. Why would an investor decide to fund?

Schedule Meeting 8

- **Week 17: Day 100 - 101 (Ending: September 1, 2021 - Wednesday)**
- **Review: Go-to-Market Strategy (GTM)**

- **GTM Strategy**

- a. What is considered the inside and outside resources?
- b. How will the unique value proposition be delivered? Emphasizing channels, digital platforms, and sources.
- c. How does the product/service validate the need?
- d. Who is going to buy your product and explain “how” your product will support the need/demand?
- e. What is the demographic...explain the wants, needs, passions, and preferences?
- f. How are you planning to compete in the competitive landscape when entering the battleground?
- g. What is the method of distribution while maintaining a competitive edge?
 - Price strategy
 - Market Size
 - Product/service complexity – describe selling methods.
 - Customer Relationship – how to create and maintain?
- h. Define the strategy.
 - Value - referencing what make you different from the competition.
 - Methods applied to create a position (evaluate pricing strategy).
 - How sales and support will play a role to ensure expectations (ROI)
- i. Market plan
 - Branding – begin the process of describing the company to become established.
 - Methods applied to ensure lead generation.
 - What content will be applied to generate the necessary interest – relevant to the persona?
 - Where and how will the main information about your new product/service live?
 - Describe the client acquisition approach.

Schedule Meeting 9

- **Week 14: Day 107 or 108 (September 8, 2021 - Wednesday)**
- **Review: Business Package**

- **NOTE:** All elements will be reviewed to ensure a solid development while ensuring all requirements are satisfied relevant to the provided courses, information provided, and the necessary collective data. This meeting will require two hours.