



# THE YOUTH SMALL BUSINESS PROGRAM

Empowering you to take your business to the next level

## **Youth Small Business Program Overview:**

This is a cohort-based learning program, with participants progressing through each session as a group, guided by two facilitators. Cohorts are comprised of around 25 participants. Each session will cover a specific topic or activity. There are also opportunities for participants to engage in one-on-one meetings with the facilitators over the course of the program.

**Program duration:** 10 weeks, two (2) sessions per week (2-hour sessions)

## **Graduation Requirements:**

As part of the graduation requirements, participants will be asked to complete and submit a Rise Lean Business Plan template and a Cashflow Forecast template. Participants will also deliver a pitch presentation/elevator pitch of their business at the end of the program. Attendance will be considered in so far as too many missed sessions without prior notice or arrangement may forfeit enrollment in the program.

## **Post-program:**

Upon graduating from the program, participants will receive a certificate of completion, an invitation to the Rise Community (our online alumni network), exclusive financing options, opportunities to enroll in additional Rise programming, and a startup grant.

**Program Session Times (based on your location): EXAMPLE**

- 3:00pm to 5:00pm Pacific Time (BC, YT)
- 4:00pm to 6:00pm Mountain Time (AB, SK, NWT, NU)
- 5:00pm to 7:00pm Central Time (MB, NU)
- 6:00pm to 8:00pm Eastern Time (ON, QC, NU)
- 7:00pm to 9:00pm Atlantic Time (NS, NB, PEI)
- 7:30pm to 9:30pm Newfoundland Time (NL)

## Course Calendar **EXAMPLE**

Session	Date & Time	Topic	Other Resources
1	January 13 6:00-8:00 PM ET	Introduction to the Program Talking About Mental Health	Workbook pg. 6 - 27
2	January 15 6:00-8:00 PM ET	Elevator Pitches and Lean Business Plan Graduation Requirements	Workbook pgs. 28 – 36
3	January 20 6:00-8:00 PM ET	Entrepreneurship Mindset + Entrecomps	Workbook pg. 37 - 55
4	January 22 6:00-8:00 PM ET	<b>Rise Community Guest Speaker</b> Business Design Thinking, Goal Setting, and Time Management	Workbook pg. 62 - 75
5	January 27 6:00-8:00 PM ET	<b>Working Session</b>	Bring your business plan or be ready to share what you are working on!
6	January 29 6:00-8:00 PM ET	Knowing Your Industry STEEP and SWOT Analysis	Workbook pg. 93 - 103
7	February 3 6:00-8:00 PM ET	Ethnographic Research Building Customer Personas	Workbook pg. 76 - 92
8	February 5 6:00-8:00 PM ET	<b>Working Session</b>	Bring your customer persona or be ready to share what you are working on!
9	February 10 6:00-8:00 PM ET	Channels and Touchpoints Revenue Streams	Workbook pg. 110 - 122

10	February 12 6:00-8:00 PM ET	Pricing and Costing	Workbook pg. 159 - 174
11	February 17 6:00-8:00 PM ET	Prototyping Positioning Statements	Workbook pg. 134 - 143
12	February 19 6:00-8:00 PM ET	<b>Working Session Legal Guest Speaker</b>	Bring all your legal questions!
13	February 24 6:00-8:00 PM ET	<b>Rise Business Advisor Guest Speaker</b> Your Relationship with Money	Bring all your Finance Questions! Workbook pg. 150 - 158
14	February 26 6:00-8:00 PM ET	Customer Journey and Marketing Matrix	Workbook pg. 123 - 133
15	March 3 6:00-8:00 PM ET	The Kleantech Challenge	Workbook pg. 175 - 190
16	March 5 6:00-8:00 PM ET	Cashflow Forecasting	Workbook pg. 197 - 207
17	March 10 6:00-8:00 PM ET	<b>Working Session Pitch Presentation Practice</b>	Come to class ready to share what you are working on with numbers! Workbook pg. 215 - 217
18	March 12 6:00-8:00 PM ET	<b>Working Session</b>	Workbook pg. 208 - 212
19	March 17 6:00-8:00 PM ET	<b>Pitch it! Day</b>	Final Presentation Day! A chance to celebrate the work you have done

20	March 19 6:00-8:00 PM ET	<b>Wrap Up</b> Action Plan and What Happens Next	Congratulations! Workbook pg. 219 - 228
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