

BYOB

Be Your Own Boss

With **CO.STARTERS**

This exciting opportunity is coming to Catron County

Session #1: June 7, 2021

FREE!

CO.STARTERS offers a 9-week cohort based program that equips entrepreneurs of all kinds with the insights, relationships, and tools needed to turn ideas into action.

What's Covered

During this 9-week program, participants develop and fine-tune their ideas, critically examining every part and determining next steps through real-time feedback from people in the community.

The CO.STARTERS program is structured in weekly three-hour sessions covering the following topics:

Week 1: Knowing Yourself

Assumptions, Working Styles, Team Building, Obstacles

Week 2: Knowing Your Customer

Customer, Problem, Alternatives, Solution, Benefit, Advantage

Week 3: Getting the Relationship Right

Marketing, Message, & Getting Customers

Week 4: Building the Model to Scale

Starting Small, Distribution, Revenue, Typical Scale, and Price

Week 5: Strengthening Your Structure

Business Structures, Legal Considerations

Week 6: Discovering Your Bottom Line

Startup & Ongoing Needs, Costs, Breaking Even

Week 7: Accounting Growth

Break-even Point, Sales Projections, Cash Flows, Accounting

Week 8: Planning for the Future

Raising Capital, Growth Plans, Goals Setting, Pitch Prep

Week 9: Celebration Night

What Participants Get Out of the Program

A deeper understanding of how to create a sustainable business

The ability to articulate how their businesses work

The next steps needed to move forward

A community of peers, mentors, business services, and global network of support.

WHEN

**Every Thursday from
June 10-August 10
12pm-3pm**



WHERE

**Catron County Fire Administration Building
3 Mountaineer Road, Reserve**

REGISTER AT

www.swnmcog.org

For more information
contact Emily at
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575-956-1294