



# ENTREPRENEUR CURRICULUM

Session 1



# This Week

## Session 1



### Introductions, Program Orientation & Business Challenges

During this 3-hour session, we will discuss the goals of the program, expectations and the final presentation. Participants will introduce themselves and share their greatest business challenges. We will discuss cash flow projections, common business challenges, the resource page and the final presentation. We will take a short break at 7pm and 8pm and end at 9pm.

Homework will be assigned to be submitted by the next class.

# BUSINESS GROWTH ADVANTAGE PROGRAM (BGAP)

Learn how to grow your business to the next level.



APPLY TODAY!

# WELCOME

1

**Welcome and Remarks from Charles County**

2

**Mentor, Facilitator and Business Owner Introductions**

3

**Discussion:** 12 Month Cash Flow Projections and  
Common Challenges

4

**Homework Page and Final Presentation Template**

5

**Q&A**

## **Charles County Economic Development:**

Dr. Lucretia Freeman-Buster  
Dr. Margaret Dureke

## **Mentors:**

Sahmra Stevenson (Law)  
Dr. Johnetta Thurston (HR)  
Catherine Wright (Accounting)  
Dawn Foster (Marketing)

## **Facilitators:**

Will Holmes & Dr. Imani Coles

**Contact info, homework and resources:**

[www.whcusa.com/bgap](http://www.whcusa.com/bgap)





# About Will Holmes

## RECOGNIZED FOR COMMUNITY SERVICE AND ECONOMIC IMPACT BY:

The Governor of Maryland  
 The Comptroller of Maryland  
 The Maryland General Assembly  
 The Mayor's Office of the City of Baltimore  
 The Baltimore City Council  
 The Baltimore City Chamber of Commerce  
 United States Senator Chris Van Hollen  
 United States Senator Ben Cardin  
 Baltimore County Executive Kevin Kamenetz  
 The Mayor's Office of Employment Development  
 The University of Baltimore Merrick School of Business  
 The Greater Baltimore Leadership Association  
 Network for Teaching Entrepreneurship  
 Baltimore Urban Alliance  
 American Cancer Society  
 Johns Hopkins Carey Business School



### Founder of WHC

Established in 2006

Serving Government Agencies, Banks and Universities

[www.whcusa.com](http://www.whcusa.com)



### Entrepreneur in Residence, Johns Hopkins Carey Business School

Contracted in 2019 | 105 Businesses | 155 MBAs



### Chairman Emeritus, Baltimore City Chamber of Commerce

Elected 2019

400+ Members, representing 23,000 employees



### Founder, Baltimore Economic Leadership League

Founded in December 2021, providing Micro Loans to small businesses.

[www.JoinBell.org](http://www.JoinBell.org)



# Introductions

Business Owners, in 1 minute, tell us:

- **Your Name? Your Business Name?**
- **What do you sell?** (Simple terms)
- **Your Target Customers?** (Specific demographics, if possible...)
- **How many products or services do you need to sell per month to meet your revenue goal?**
- **What do you want to learn during the program?**



# Success Metrics



The success of the program is based on your commitment to:

- Attendance and Program Completion
- Revenue Growth
- Job Growth
- Impact on Local Communities

## Program Milestones

- Cash Flow Submitted in Week 6
- Practice Presentations in Week 7
- Final Presentations in Week 8

## Important

- Homework is due before the next class
- Resources are located at [whcusa.com/bgap](http://whcusa.com/bgap)
- Meet with Law/ Accounting/ HR Mentors twice
- Meet with Mr. Holmes weekly
- Attend all classes and submit all homework on time
- Give a great final presentation
- Seek help early and often
- Share resources with your cohort
- Be ready to build your cash flow projections



# GRADUATION REQUIREMENTS SCORE CARD

Y

Weekly Sessions with Facilitator: 7

Y

Sessions with Law Mentor: 2

Y

Sessions with HR Mentor: 2

Y

Sessions with Accounting Mentor: 2

Y

Homework Assignments Completed: 6

Y

Cash Flow Tool Submitted in Week 6

Y

Practice Presentation in Week 7

Y

Final Presentation in Week 8

Bonus. Not required:

1 Session with Marketing Mentor

1 Session with Strategy Mentor

Extra Sessions with Facilitator as Needed



# I need 2 Volunteers!

1. What do you love to  
do more than  
anything else?





# I need 2 Volunteers!

1. What do you love to do more than anything else?
2. How can you create the infrastructure in your business so you can do what you love, uninterrupted?



# 12 Month Cash Flow Forecast

- Revenue Drives Behavior! Revenue comes from sales and covers your expenses and reinvestments. Your profit is what you choose to keep.
- Use conservative revenue projections! Consider payment cycles/ terms and seasonality.
- Future purchases? Hiring? You'll need to sell more.
- How can you use your existing infrastructure to create multiple streams of revenue?
- How can you sell more services and products to your existing customer?
- What needs does new customer want you to fill? Talk to them!

## Cash Flow Forecast - 12 Months

Month:	Pre-Start	1	2	3	4	5	6	7	8	9	10	11	12	Totals
<b>Receipts</b>														
Cash sales	0	0	10,020	10,855	12,525	14,195	15,865	18,370	21,710	24,215	26,406	28,808	33,066	216,035
Collections from credit sales	0	0	0	251	418	501	501	585	752	752	1,002	1,002	1,166	6,930
New equity inflow	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Loans received	0	16,700	0	0	8,350	0	0	8,350	0	0	8,350	0	0	41,750
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Receipts</b>	<b>0</b>	<b>16,700</b>	<b>10,020</b>	<b>11,106</b>	<b>21,293</b>	<b>14,696</b>	<b>16,366</b>	<b>27,305</b>	<b>22,462</b>	<b>24,967</b>	<b>35,758</b>	<b>29,810</b>	<b>34,232</b>	<b>264,715</b>
<b>Payments</b>														
Cash purchases	0	401	326	166	131	237	166	149	149	166	113	113	167	2,284
Payments to creditors	0	1,203	978	499	392	713	499	446	446	499	339	339	503	6,856
Salaries and wages	0	6,304	5,120	2,620	2,058	3,728	2,620	2,336	2,336	2,620	1,780	1,780	2,631	35,933
Employee benefits	0	3,152	2,560	1,310	1,029	1,864	1,310	1,168	1,168	1,310	890	890	1,315	17,966
Payroll taxes	0	1,051	853	437	343	621	437	389	389	437	297	297	438	5,989
Rent	0	5,253	4,267	2,183	1,715	3,107	2,183	1,947	1,947	2,183	1,483	1,483	2,192	29,943
Utilities	0	1,021	830	425	333	604	425	379	379	425	288	288	426	5,823
Repairs and maintenance	0	584	474	243	191	345	243	216	216	243	165	165	244	3,329
Insurance	0	1,021	830	425	333	604	425	379	379	425	288	288	426	5,823
Travel	0	1,240	1,007	515	405	734	515	460	460	515	350	350	518	7,069
Telephone	0	1,043	847	434	341	617	434	387	387	434	295	295	435	5,949
Postage	0	438	358	182	143	259	182	162	162	182	124	124	183	2,499
Office supplies	0	949	770	394	310	561	394	352	352	394	268	268	396	5,408
Advertising	0	6,938	5,635	2,883	2,265	4,103	2,883	2,571	2,571	2,883	1,959	1,959	2,895	39,545
Marketing/promotion	0	5,439	4,418	2,261	1,776	3,217	2,261	2,016	2,016	2,261	1,536	1,536	2,270	31,007
Professional fees	0	1,751	1,422	728	572	1,036	728	649	649	728	494	494	731	9,982
Training and development	0	26	21	11	9	16	11	10	10	11	7	7	11	150
Bank charges	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Miscellaneous	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Owner's drawings	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Loan repayments	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tax payments	0	25,050	0	4,175	0	0	0	0	0	0	0	0	0	29,225
Capital purchases	0	0	0	0	10,000	0	0	10,000	0	0	21,325	0	0	41,325
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Payments</b>	<b>0</b>	<b>62,864</b>	<b>30,716</b>	<b>19,891</b>	<b>22,346</b>	<b>22,366</b>	<b>15,716</b>	<b>24,016</b>	<b>14,016</b>	<b>15,716</b>	<b>32,001</b>	<b>10,676</b>	<b>15,781</b>	<b>286,105</b>
<b>Cashflow Surplus/Deficit (-)</b>	<b>0</b>	<b>(46,164)</b>	<b>(20,696)</b>	<b>(8,785)</b>	<b>(1,053)</b>	<b>(7,670)</b>	<b>650</b>	<b>3,289</b>	<b>8,446</b>	<b>9,251</b>	<b>3,757</b>	<b>19,134</b>	<b>18,451</b>	<b>(21,390)</b>
<b>Opening Cash Balance</b>	<b>0</b>	<b>0</b>	<b>(46,164)</b>	<b>(66,860)</b>	<b>(75,645)</b>	<b>(76,698)</b>	<b>(84,368)</b>	<b>(83,718)</b>	<b>(80,429)</b>	<b>(71,983)</b>	<b>(62,732)</b>	<b>(58,975)</b>	<b>(39,841)</b>	<b>(747,413)</b>
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# What is \$1 million in revenue?

**You need to create ways to generate \$83,334 per month in sales.**

That is \$4,167 per day if you're open 20 days per month.

- That's \$521 per hour if you're open 8 hours per day.
- That's \$348 per hour if you're open 12 hours per day.

That is \$2,778 per day if you're open 30 days per month.

- That's \$348 per hour if you're open 8 hours per day.
- That's \$232 per hour if you're open 12 hours per day.

**You must create quarterly/ monthly/ daily sales goals for your team!**



# What is \$1 million in revenue?

## You need to create ways to generate \$83,334 per month in sales.

Average price of Services?

- Charge \$100 per hour? That's 834 total hours per month. If you have FT staff, you're billing your clients for 5 to 6 FTEs at \$100 per hour. You pay them a lesser amount so you can make a profit.
- Charge \$5000 per project? That's about 17 projects per month or 200 projects per year.
- Charge \$50,000 per project? That's about 2 projects per month or 20 projects per year.

Think about the infrastructure and target clients you'll need to make this happen. Don't market to people who can't afford to pay you at this level. They aren't your clients anymore. We are in business to generate revenue and make a profit.



# What is \$1 million in revenue?

## You need to create ways to generate \$83,334 per month in sales.

### Average Price of Products?

- Average \$2 per product? That's about 41,667 sales per month or 500,000 sales per year.
- Average \$20 per transaction? That's about 4,167 transactions per month or 50,000 transactions per year.
- Charge \$350 per package? That's about 238 packages per month or 2,857 packages per year.

Think about the infrastructure and target clients you'll need to make this happen. You may need to become more efficient, shift to different manufacturers, sell online, add more space, add more staff, increase your hours, sell different products and target different customers to make this happen. This will probably affect your pricing and profitability.



# Average price?

## Average price of your services and products?

You may offer your customers a wide range of choices. For the purposes of projecting volume of sales, consider the range of your prices but identify the average price that you charge your customers. This helps plan for the infrastructure needed to sell higher volumes.

Example: Salon Services

\$35 for a hair wash. \$150 for a hairstyle.  $(\$35 + \$150) / 2 = \$92.5$  on average for a service.

To hit 1 million in revenue, that salon owner would need to consider how much infrastructure would be needed to support 10,811 services.

$\$1,000,000 / \$92.5 = 10,811$  services

This is NOT a perfect number. It is a start to assess needed infrastructure.



# Average Price Examples

## Average price examples...

Truck Drivers sell by the mile and get paid for short or long trips. They might drive 50 miles at 16 cents or drive 200 miles at 12 cents per mile.

Realtors get paid on commission on big and small houses. They might make 2% on a \$200k house or 3% on a \$500k house.

Consultants get paid by the hour or project. They might charge \$150 per hour or charge \$25k for a project.

Restaurant Owners get paid by the transaction. Some transactions are small at \$8 for a drink or larger at \$500 for a group celebrating a birthday.

Developers get paid by the project. Some projects are small rowhouse flips worth 30k while other projects are large \$30 million redevelopments of a city block.

This is NOT a perfect number. It is a start to assess needed infrastructure.



# 12 Month Cash Flow Forecast

## Cash Flow Forecast - 12 Months

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- Healthy spending budget. Consider inflation, hiring, aspirations and growth!
- Loan repayment, estimated tax payments, insurance, reinvestment.
- Are you paying yourself? You must cover your pay in your pricing if you plan to sell your business or get out of the day to day.
- Materials, time, labor, marketing costs, taxes, fees, normal business purchases, maintaining existing inventory, packaging, transportation, distribution, office, utilities...
- Mix business/ personal to plan! Not for your accountant or banker!





# Annual Profit Goal?

## How much do you want to bring home each year or month after all your expenses?

You should run your business. It should not run you. Your business should be a tool to generate the money you need to live the life you want.

Your business should be profitable. Otherwise, it is an expensive hobby and a liability. If it is not making a profit, you need to move quickly to find a fix. An unprofitable business it will drain you mentally and financially and probably negatively affect your health and home life.

Also, you should be paying yourself. And we recommend that you consider your pay an expense. Why? Someone has to do the work if you sell the business or get sick. That labor should be accounted for in your pricing. Plus, lenders want to see that you pay yourself.

What is left over after expenses is profit. So, how much?



# Cost to Make One?

## How much does it cost to make one of whatever you sell?

Look at your expenses for the month. Divide that number by your average number of sales per month.

Total Monthly Expenses/ Average Number of Monthly Sales= Average Cost to Provide One Product or Service to Customer

This is NOT a perfect number. But what it does is that it requires you to look at ALL your expenses for the month and determine HOW MANY sales you make in a month.

You should include everything in your expenses! It's not just the ingredients to make a cupcake. It's also your business insurance, utilities, marketing, your pay, your team's pay and any other business expenses involved in making that cupcake. This will help you get closer to the right price to charge your customers.



# Break Even Point?

**Knowing your average price and your total monthly expenses helps you set minimum sales goals and assess pricing.**

Look at your expenses for the month. Determine how much revenue you need to bring in to keep the lights on and cover your expenses.

Divide that number by your average price.

Total Monthly Expenses/ Average Price= Minimum Sales Goal to Stay Open

That Minimum Sales Goal to stay open is a VERY important number. This doesn't include any profit. But once you know this number, you can start to determine if you can keep sales volume the same and increase pricing or keep pricing the same and increase sales volume. Or maybe increase both.



# The Trade of Money for Time

Employees trade their time for money.

As the business owner, you hire people and trade your money for their time.

This frees you to:

- Think, innovate and work in your “talent area.”
- Find new ways to grow the business.
- Find new ways to make more money so you can hire more people so you can make more money.



# If workers do all the work, why should the Boss get rich???

Business Owners create opportunities for all the stakeholders to benefits from their idea.

Workers get paid.

Suppliers get paid.

The government gets paid in taxes.

Workers, suppliers and the government spend that money to buy other products and services.

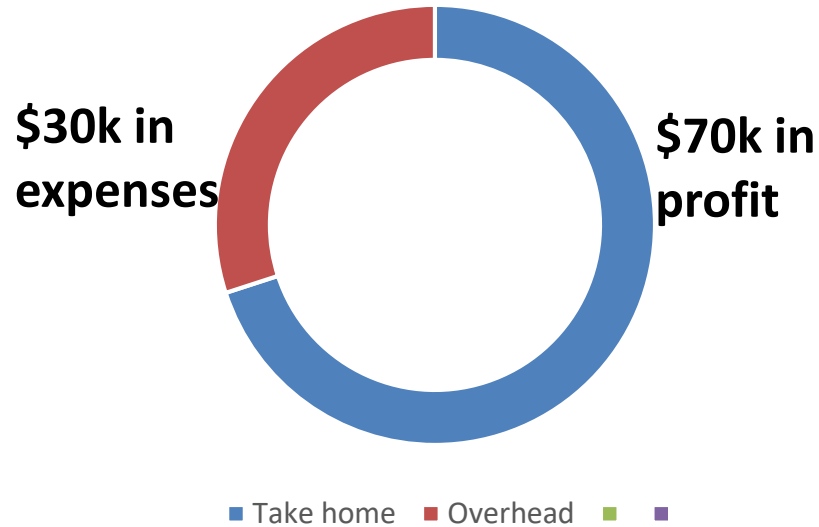
All from the business owner taking the risk and making their idea a reality.

Embrace the abundance that comes from manifesting your idea!



# How Do You Want to Make Your Money?

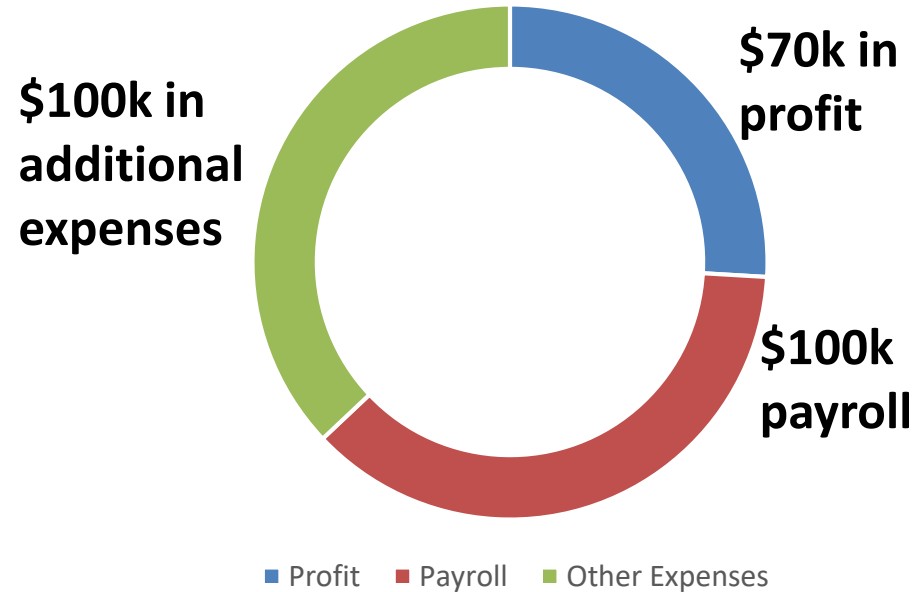
\$100k in Revenue



**Scenario 1.** You work alone, all day and all night. You generate \$100k in sales revenue. After expenses, you keep \$70k for yourself (70% profit). There is no one else to pay because you do everything.



\$270k in Revenue



**Scenario 2.** You aren't involved in the day-to-day of your business. Your team of 2 handles all the work but you check-in to make sure they have what they need. Their payroll is \$100k. Outsourced roles, plus other expenses are \$100k. The company generates \$270k in sales revenue. After expenses, you keep \$70k for yourself (26% profit).

# 12 Month Cash Flow Forecast

WHC Cash Flow Projections Tool   Copyright 2024 Will Holmes Consulting														Summary (Based on 12 Months)			
Your Projected Profit for the Year														Average Revenue per Month	\$ -	Average Sales per Month	0.00
Your company name:														Average Expenses per Month	\$ -	Average Cost per Sale	#DIV/0!
When does this projection start? Jan-24														Average Profit per Month	\$ -	Average Profit per Sale	#DIV/0!
Your profit goal for the year:														Total Revenue	\$ -	Total Sales Projected	0
Difference: \$ -														Total Expenses	\$ -	Profit Margin %	#DIV/0!
Startup Capital? Insert below	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total				
<b>BANK BALANCE</b> - This row calculates your projected bank balance at the beginning of month. This could be negative or positive based on your sales and expenses from the prior month. If this goes negative, get a loan, credit line, or sell more stuff!	0	0	0	0	0	0	0	0	0	0	0	0	0				
Projected Sales Volume														0			
<b>REVENUE (Money In)</b>														Notes (Revenue)			
Revenue Source 1														0			
Revenue Source 2														0			
Revenue Source 3														0			
Revenue Source 4														0			
Revenue Source 5														0			
Revenue Source 6														0			
Revenue Source 7														0			
Revenue Source 8														0			
Revenue Source 9														0			
Revenue Source 10														0			
Revenue Source 11														0			
Revenue Source 12														0			
Revenue Source 13														0			
Revenue Source 14														0			
Revenue Source 15														0			

- Tell your story with numbers! Use actual cash flow based on reality. No place holders or even splits.
- Slow seasons? What else can I sell?
- Every action costs money and requires something to happen prior.
- Set milestones and sales goals or funding needs for hiring, major purchases, expansion.
- More sales usually require more or different marketing and that usually costs money.
- Savings Plan? Investing Plan? Your customer pays for your retirement in every purchase.
- Include repayment plan for loans/ lines of credit/ other debt.



# 12 Month Cash Flow Forecast

ROLE PLAY!

I need a brave volunteer.

Purpose:

To plan the budget for growth while accounting for ongoing expenses and actions needed for successful execution.

Pay attention to profitability.

WHC Cash Flow Projections Tool   Copyright 2024 Will Holmes Consulting														Summary (Based on 12 Months)			
Your Projected Profit for the Year														Average Revenue per Month	\$ -	Average Sales per Month	0.00
Your company name:														Average Expenses per Month	\$ -	Average Cost per Sale	#DIV/0!
When does this projection start? Jan-24														Average Profit per Month	\$ -	Average Profit per Sale	#DIV/0!
Your profit goal for the year: Difference: \$ -														Total Revenue	\$ -	Total Sales Projected	0
Startup Capital? Insert below	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total	Total Expenses	\$ -	Profit Margin %	#DIV/0!
<b>BANK BALANCE</b> - This row calculates your projected bank balance at the beginning of month. This could be negative or positive based on your sales and expenses from the prior month. If this goes negative, get a loan, credit line, or sell more stuff!	0	0	0	0	0	0	0	0	0	0	0	0	0				
Projected Sales Volume														0			
<b>REVENUE (Money In)</b>																	
Revenue Source 1														0	Notes (Revenue)		
Revenue Source 2														0			
Revenue Source 3														0			
Revenue Source 4														0			
Revenue Source 5														0			
Revenue Source 6														0			
Revenue Source 7														0			
Revenue Source 8														0			
Revenue Source 9														0			
Revenue Source 10														0			
Revenue Source 11														0			
Revenue Source 12														0			
Revenue Source 13														0			
Revenue Source 14														0			
Revenue Source 15														0			







# Common Challenges



# Common Challenges

I need better Marketing!!!

Look for:

- Value Proposition
- Actual Budget for marketing
- Pricing Logic
- Can target customer afford it?
- Who exactly can afford it?
- Who needs it?
- Who is willing to pay for it?
- 4/5 Strategy
- Communication Calendar
- Calls to Action

## Possible Solutions:

- Market Analysis
- Marketing Budget
- Competitive Analysis
- Social Media Plan
- Analysis of Customer Buying Patterns
- Communication Strategy and Calendar
- Website analysis/ update
- Website/ CRM/ Task Management integration
- Embed pixel in website
- Set up social media pages
- Forms on website
- Scheduling tools
- Define calls to action



# Common Challenges

## I need financing!!!

Look for:

- Credit Score above 670?
- Financial Records? Capacity to repay? Debt to Income ratio?
- Market Conditions? Collateral? Capital?
- Plan for use of funds? Timing?
- Understanding of Customer/ Lifecycle
- Cashflow projections/ Documentation
- Ability to explain what you do
- Pricing Strategy/ Business Model
- Compliance. Electronic Transactions. Show profits! Stop showing a loss each year.

## Possible Solutions:

- Sign up for credit monitoring
- Budget for Repayment strategy for debts
- Use credit bureau tools to rebuild credit
- Cashflow projections/ Use of Funds
- Business Plan
- Essential Documentation
- Taxes
- Value Proposition for Investors
- Reduce Risk Factors
- Find Agreeable Bank
- Build Business Credit
- Raise personal credit score
- Make Sales and prove the market need
- Look for local investors



# Common Challenges

I need more sales!!!

Look for:

- Target Customer/ Pricing/ Need in Market
- Selling to people who can't afford it
- Selling to people who don't want or need it
- Selling to people who don't understand value
- Selling to people you think should buy
- Selling based on price
- Not selling based on pain points
- Not selling based on benefits
- Inefficient lead management/customer service
- Unprofessional branding
- Poor reviews/ bad reputation

## Possible Solutions:

- Market Analysis
- Marketing Budget
- Competitive Analysis
- Social Media Plan
- Analysis of Customer Buying Patterns
- Communication Strategy and Calendar
- Website analysis/ update
- Website/ CRM/ Task Management Integration
- Sales Training for Staff
- Standard Operating Procedures
- Brand Redesign
- Process Change Improvement Plan
- Project Management tools



# Common Challenges

## Non-profits!!!

Look for:

- Passion or cause more important than logical plan to generate revenue, donations, membership
- No clear value proposition for members, donors, sponsors beyond guilt or warm and fuzzy
- Self funded by founder with no plan for scaling or creating a budget
- Critical roles staffed by volunteers
- Board of Directors missing or not helpful
- Offering a solution no one else supports

## Possible Solutions:

- Market Analysis
- Marketing Budget
- Competitive Analysis
- Social Media Plan
- Analysis of Grantor/ Donor Patterns
- Communication Strategy and Calendar
- Website analysis/ update
- Website/ CRM/ Task Management integration
- Analysis of Value Proposition to Underserved Community/ Donors/ Sponsors/ Members
- Event Strategy
- Budget/ Cash Flow Strategy
- Board Recruitment Strategy
- Budget/ Hiring Strategy



# Common Challenges

**Not profitable!!!**

Look for:

- Budget and Pricing components (materials, time, labor, marketing costs, taxes, fees, normal business purchases, maintaining existing inventory, packaging, transportation, distribution, office, utilities, basically all the costs of doing business should be covered in the pricing plus any aspirational costs...
- Standard Operating Procedures
- Are they targeting a Customer's Need?
- Theft, efficiency controls and metrics

## Possible Solutions:

- Focus on making sales and generating profits
- Develop Cashflow projections
- Sell to people who have money and who need your product or service
- Don't sell to target customers who can't or won't pay
- Don't sell things that people don't want or need
- Create Standard Operating Procedures so you can be outside selling
- Have a revenue goal, sales goal, profit goal and be relentless about hitting your goals every day



# Common Challenges

I want to expand or offer a new product.

Do you have...

- A revenue goal? Capital? Credit? Capacity?
- A budget for spending and reinvesting?
- Multiple ways to generate sales and revenue? Metrics?
- Contracts? Target customers ready to pay you?
- A repeatable method for getting your product or service to a paying customer?
- Data supporting the need in the market?
- A plan to scale?

## Possible Solutions:

- Market Research/ Strategy
- Develop Cashflow projections
- Identify to people who have money and who need your product or service
- Plan to identify people who can't or wont pay
- Understand liabilities and establish protections for existing company
- Create revenue goals, sales goals, profit goal and be relentless about hitting your goals every day so you can grow and/ or exit
- Be compliant with regulations
- Create hiring plan
- Create distribution model
- Create SOPs and training program



# Homework and Resources Page

<https://whcusa.com/bgap/>







# Graduation and Final Presentation



## BUSINESS GROWTH ADVANTAGE PROGRAM (BGAP)

Learn how to grow your business to the next level.



APPLY TODAY!

# GRADUATION

## AGENDA

Facilitators: Dr. Lucretia Freeman-Buster, Dr. Margaret Dureke, and Will Holmes

- I. Opening Remarks from Charles County
- II. Final Presentations
- III. Feedback from Judges
- IV. Feedback from Businesses
- V. Graduation





# Final Presentation Instructions

Congratulations on taking steps to grow your business!

This template is designed to make preparation of your 15-minute final presentation as easy as possible.

Notice the words in green. Those are instructions. They should be deleted before you give your final presentation.

Note that there are 15 presentation slides. You should practice presenting each slide within 45 seconds. We recommend keeping your script to 60 words or less per slide. This will allow you to cover all the details in the 15-minute timeframe.

You can change the design of the slides but please do not change the order of the requested information when you give your presentation.

Aesthetics and grammar matter. Please take the time to review your font size and colors for consistency. Also, please take the time to do a spell check and grammar check before you present to the judges.

Week 6's homework will give you a script for this presentation. Schedule time to review this presentation with your mentors before Week 7's practice presentation. Use Week 8 to refine your script and practice your timing before class. Week 8's class is graduation.

This presentation can be used to pitch your business to potential investors, partners and lenders after you complete this program. Please take advantage of all the program's resources and put time into making this presentation a true representation of you and your business!

Remember to delete this slide and all the green instructions before you present. See you soon! -Will Holmes and the WHC Team 35

Your Logo

# Introduction

Business Owner:

Name of Business:

Founded: (year)

\_\_\_\_\_ (business name) is a \_\_\_\_\_ (type of business) that provides \_\_\_\_\_ (type of services/ products) to \_\_\_\_\_ (type of customer/ client/ organization) in the \_\_\_\_\_ (geographical region). Our \_\_\_\_\_ (products/ services) help our clients/ patients/ customers \_\_\_\_\_ (what need your business fills).

Your Logo

# Our Why

Mission or Core Values or Company Culture or Why you started this business:

(Your choice. In one minute, share something that lets the audience know why you do what you do. Let us know what is important to you as the leader of your organization. This should create an emotion in the hearts of the viewers.)

Your Logo

# Past Challenges

Past Challenges to Growth	Impact on Growth

(In one minute, describe 3 past challenges to the growth of your business... example: access to capital, hiring, scaling, technology, certifications. Also, describe the impact these challenges had on your growth.)

Your Logo

# Meet the Team

(In one minute, introduce your team. Give names and add pics if possible. If it's just you, that's fine, too!)

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# Products & Services

(In one minute, describe your products and services. Show pics if possible.)



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# Our Target Buyers

Customer Type	Demographics & Location?	What is the potential size of the market in the target area?	What are their Needs?	How often do they buy?	How do they find info to make buying decisions?

(In one minute, describe your customer types and their key details.)

Your Logo

# Testimonials

(In one minute, describe what your customers/ clients/ patients say about your business. If possible, display 2 to 3 testimonials or Google reviews below. Do not read the reviews to the audience. If possible, highlight consistent themes in the text of their reviews for emphasis.)

Your Logo

# Current Pricing

Current Monthly Sales Volume (# of transactions or average \$)	Current Monthly Expenses (\$)	Current Price Range (\$)	Do we plan to raise our prices in the next 12 months? (Yes or No)

Current Monthly Sales Volume: \_\_\_\_ (Average number of sales or revenue in recent months)

Current Monthly Expenses: \$ \_\_\_\_ (Average amount of business expenses in recent months)

Current Pricing Range: \$ \_\_\_\_ to \$ \_\_\_\_ (State the lowest and highest prices for the categories of what you offer)

Do we plan to raise our prices in the next 12 months? (Yes or No)

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# Competition

Competitor	Their Location	Their Strengths	Comparison

(Google your category of business in your geographical area. In one minute, describe their strengths and how you are stronger.)

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# Past Sales Data

Year	Revenue (\$)	Expenses (\$)	Profit (\$)
2021			
2022			
2023			

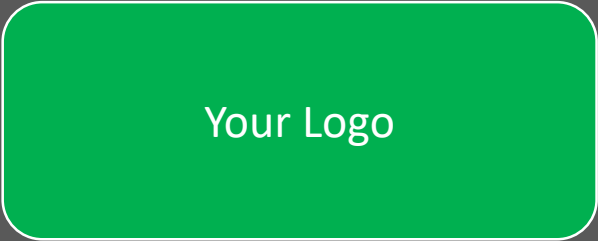
(Remember, Profit = Revenue – Expenses. In one minute, state the revenue, expenses and profit for the past three years. If you had a negative or took a loss, that's okay! If you were not open during that year, just delete that line.)

Your Logo

# Projections

Metric	12-Month Projections (Future)
Projected Revenue (\$)	
Projected Expenses (\$)	
Projected Profit (\$)	
Projected Number of New Hires (#)	
Do we need additional funding? (yes or no)	

(In one minute, state the projected revenue, expenses and profit for the next 12 months or calendar year. Also, state the number of projected new hires. Additionally, state if you need additional funding to hit your goals.)



# Marketing

Top 3 Target Buyer Categories	Their Needs in the Market	Strategy to Reach Them

(In one minute, state your top 3 target customer types, their needs and how you will reach these potential customers with your marketing, advertising, promotion, events, referral programs, proposals, affiliate programs, and business development efforts.)



# 3 things I learned...

What I learned/ gained	Significance to the growth of my business

(In one minute, describe three things you learned or gained during the program and how that info will help you plan the growth of your business.)



Your Logo

# Next Steps

Next Steps	Timeframe or Due Date

(In one minute, describe how you plan to use your grant award and 3 steps you plan to take in the next 6 to 12 months to grow your company. Give dates if possible. Examples: hire more people; open new location; win more contracts; reduce expenses; enhance marketing; open a line of credit; hit certain sales goals...)

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# Thank You/ Q&A

<b>Business Owner</b>	
<b>Business Name</b>	
<b>Website</b>	
<b>Email</b>	

(Judges, I am \_\_\_\_\_ (your name) and my business is \_\_\_\_\_ (name of business). I invite you to contact me when you, or someone you know, needs \_\_\_\_\_ (what you offer). Let's connect to discuss how we can work together. Thank you for your time and I am ready to answer your questions.

# Thank You!

## Q&A

