



**INNOVATION
COLLABORATIVE
HAMPTON ROADS**



**Incubation Network One-Day Program
for
Hampton Roads Innovation Collaborative**

“EARLY STAGE BUSINESS STRATEGY & FINANCE WORKSHOP”

LOCATION: NSU Innovation Center
520 East Main Street
Norfolk, Virginia

DATE/TIME: Wednesday, November 6, 2019
8:00 am through 5:00 pm

TARGET AUDIENCE

- Early Stage Businesses
- Innovators & Entrepreneurs
- Investors & Bankers
- Members & Sponsors

PROGRAM GOALS

- Provide a solid background in capitalizing companies and planning for strategic growth
- Discuss business strategy development
- Discuss problems facing small businesses and early stage enterprises
- Introduce the common sense, investor friendly business plan

METHOD [Four (4) 2-Hour Sessions]

- Presentation: 45 Minutes
- Networking Break: 15 Minutes
- Q&A Discussion: 45 Minutes
- Recap & introduction to next session: 15 Minutes

OUTLINE

- Session 1: Capital Funding
 - Capital Requirements Determination
 - Sources of Capital
 - Appealing to Capital Sources
 - Valuations, Due Diligence, and Negotiation

- Session 2: Marketing to Scale
 - Product-Market Fit
 - Targeting and Capture Planning
 - Promotional Strategy Development
 - Sales Strategies and Incentives
 - Revenue Projections & Market Entry Validation

- Session 3: Effective Financial Planning
 - Income Statement Budgeting
 - Cash Flow Projections & Requirements Determination
 - Financed Based Valuations
 - Performance Metrics Post-Funding

- Session 4: Operations, Efficiency & Teaming
 - Building the Team
 - Running the Company
 - Measuring Efficiencies
 - Operations
 - Sales
 - Finance
 - Personnel
 - Common Problems and Fail Points

SCHEDULE [8:00 am through 5:00 pm]

- 8:00 am: Introduction and Handouts
- 8:15 am: Session 1
- 10:15 am: Session 2
- 12:15 am: Working Lunch (Networking)
- 1:00 pm: Session 3
- 3:00 pm: Session 4

HANDOUT MATERIALS

- HRIC Background Material
- Workshop Book
 - Speaker Bios
 - Session Slides
 - Notes Pages