



# The Catapult Program Overview & Calendar

## Program Goals:

- To encourage innovation and sustainability for entrepreneurs through training and investment.
- To assist entrepreneurs in developing and accessing growth opportunities to take their business to the next level of success.
- To provide the information and skillsets to survive and thrive in the evolving marketing and economic environment.

## Program Components:

- Dynamic and interactive training sessions – consisting of expert interviews and presentations, group mastermind problem-solving, accountability support on progress towards goals.
- “Homework” opportunities to practice application of newly-learned tips/resources/strategies and to go deeper with those that are particularly relevant.
- A private Facebook Group for communication, resource sharing, networking, and all archived meeting materials.
- A business advisor/mentor who will provide additional guidance, assistance, and encouragement during and beyond the program at no charge.
- Participants will create a short (3-5 page) Growth Plan for their business and prepare a Funding Pitch, competing for cash prizes, that they will deliver to a panel of business/financing guests.

## Program Calendar & Topics:

- 6/20/23: Understanding Today to Prepare for Tomorrow.
- 6/27/23: Accessing and Utilizing Expertise and Resources.
- 7/11/23: Nail Your Niche.
- 7/18/23: Marketing and Selling Basics.
- 7/25/23: Online Marketing Techniques Part 1.
- 8/1/23: Online Marketing Techniques Part 2.
- 8/8/23: Strategic Networking & Relationship Building.
- 8/15/23: Managing the Numbers for Success.
- 8/22/23: Getting Funding for Growth.
- 8/29/23: Keeping Your Data and Technology Safe.
- 9/5/23: Finding Talent & Support.
- 9/12/23: Building a Strong, Resilient Organization.
- 9/19/23: Pitch Competition & Graduation Ceremony

## Program Delivery:

The weekly sessions will be held virtually, via Zoom, on Tuesdays from 9:30 am to noon. All participants will be expected to be ON CAMERA.

