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.
7/18/23: Marketing and Selling Basics.
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.
9/12/23: 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.