

301 West Main Street
 Waynesboro, VA 22980
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 WaynesboroBusiness.com



Grow Waynesboro Main & Wayne Class Schedule Classes Held in Downtown Waynesboro, 6-8pm

WK	Date	Topic	Guest Speaker(s) / Confirmed in Red	Subjects and Assignments	
				Discussion / Presentation	Business Plan Writing
1	Jan 30	Plan Overview & Developing Your Business Concept	SBDC, SCORE	Business Concept Mission / Goals & Objectives Customer Profile / Value Proposition	Cover Page Table of Contents Business Concept
2	Feb 6	Legal Structure & Real Estate	Local Attorney; City Community & Economic Development	What are the Legal Structures Considering Correct Location Current Available Space	Background Information
3	Feb 13	Financials Pricing	Atlantic Union or First Bank	Research for Accurate Dollar Amounts How To Determine Price?	Pricing Income and Expenses Break-Even Analysis
4	Feb 20	Market Research & Marketing Plan	Converge Local	Begin Marketing Research Website and Social Media	Description of Products & Services Marketing Plan
5	Feb 27	Financials Cash Flow	Bookkeeper	Cash Flow data into Excel Financial Statements Bookkeeping	Cash Flow Start-up Expenses
6	Mar 6	Taxes & Operations	City Commissioner of Revenue; City HR Staff; Interchange	Taxes and Fees HR / Inventory Management Distribution and Logistics	Update Plan
7	Mar 13	Tying it all together		Detailed Plan Outline	Revisit Statement of Purpose/Executive Summary

8	Mar 20	Presentation		Review / Present Plan to Class	Plan to Judges
9	Mar 27	Weather related make up			
10	Apr 3	Optional Making Your Pitch Tips	SBDC	Presentation Tips	
11	Apr 10	Off week			
12	Week of Apr 17	Pitch Night			