

# SCHEDULE

## Pre-Program Consultation

- » Free – 30-minute discovery session with Ted Baker
- » Utilize GrowthWheel assessment tools
- » Next steps – Join ADVANCE or referral to ISBDC or SCORE or other

## Month 1: One to One Consultation - Entrepreneurial Mindset

- » Assess business status and expectations – Week 1 – with Ted Baker
- » Establish goals and path forward for on-boarding
- » Attend entrepreneurs group discussion at the Innovation Connector
- » Attend a workshop – choice from Shafer Leadership Academy
- » Meet with representatives from lending institutions; Bankable, FMB
- » Begin with business-related program series (1-3 sessions)

## Month 2: One to One Consultation – Business Planning

- » Goals review/update – next steps for progress
- » Entrepreneurs group discussion at the Innovation Connector
- » Focus on work/life balance as a business owner
- » Continue with business-related program services – (4-6 sessions)
- » Meeting with representatives from accounting/bookkeeping professionals

## Month 3: One to One Consultation – Business Planning

- » Attend a workshop – choice from Shafer Leadership Academy
- » Goals review/update, pivot – with Ted Baker
- » Entrepreneurs group discussion at the Innovation Connector
- » Meeting with representatives – technical issues, website design
- » Continue with business-related program series (7-8 sessions)
- » Meeting with mentors
- » Learning the art of pitching your business

## Month 4: One to One Consultation – Business Planning

- » Goals review/update – next steps for progress
- » Entrepreneurs group discussion at the Innovation Connector
- » Meeting with a group of small business owners
- » Meeting with mentors
- » Meeting with representatives from marketing & branding professionals
- » Implementation of changes & pivots

## Final Week - Month 4

- » SWOT analysis of business
- » Next steps and follow-up services

## Selection Process:

- » Complete the Advance program application & submit to the Innovation Connector
- » Up to six participants per cohort
- » Advance participants will be chosen based on willingness to commit to the program, mix of businesses, recommendations/referrals received
- » Scholarships may be available – Inquiry with the Innovation Connector for more details



**INNOVATION  
CONNECTOR**

The Advance Program is provided by the Innovation Connector. Visit [innovationconnector.com](http://innovationconnector.com) to learn more!

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