

## **Deepening Roots, Growing Success Curriculum Outline 2018**

**Audience:** Urban based farms and food processes within 1 year of start up to having 1 year of operation.

**Outcomes:** Participants will understand skills and resources critical to starting and operating a farm or food processing business

**Structure:** 9 Classes, 23 hours, 1:1 business assistance included

### **1. Legal Considerations Part I: Contracts, Intellectual Property, and Employment**

Overview: Participants consider important legal considerations such as contracts, intellectual property, and employment law.

### **2. Legal Considerations Part II: Entity Formation**

Overview: Participants consider what type of business entity best fits their business model and how it may change over time.

### **3. Why Write A Business Plan**

Overview: Participants will discuss the importance of a business plan and how it can help them hone their business model, access capital, prioritize their needs, and its use as a managerial tool to evaluate progress and assist with decision-making.

### **4. Preparing for & Accessing Financing Part I: What Lenders Want to Know**

Overview: Participants will understand: 1) why and when a loan may be useful; 2) key expectations of lenders, and 3) what is needed to submit a loan application. This class will not delve into preparation of documents.

## **5. Preparing for & Accessing Financing Part II: Understanding & Using Financial Statements**

Overview: Participants will: 1) develop an understanding of basic financial and accounting terms, 2) how to use basic financial statements, and, 3) how to use and read historical financial statements in light of making future financial projections.

## **6. Preparing for & Accessing Financing Part III: The Role of Equity**

Overview: Participants will understand the role of equity in starting and operating a business, why it is important to lenders, and options for building equity as well as applying this information to their business situation.

## **7. Preparing for & Accessing Financing Part IV: Creating & Understanding Financial Projections**

Overview: Participants will: 1) be introduced to the basics of creating financial projections planning a new business, 2) considering a new enterprise or product line, or 3) accessing financing.

## **8. Setting Up Useful Financial Management Systems**

Overview: Participants are introduced to: 1) why financial management systems are important; 2) understand how to decide which system is right system for their business.

## **9. Practical Tools for Financial Management**

Overview: Participants will choose, learn about, and practice using one key financial management tools that will help them manage their businesses and make critical business decisions. Options include scenario planning tools to help set prices, consider capital investments, adding new products, or paying bills.