



BGAP Objectives

- Provide entrepreneurs with practical information necessary for running the day-to-day operations of a growing business
- Interactive learning sessions where participants hear from and interact with the facilitator who shares practical information on business management as well as from a panel of experienced, subject matter experts with various perspectives and different backgrounds
- Hands on learning, interaction with other participants, and interaction with practitioners and subject matter experts
- Learning with participants at similar growth points
- Ensure business owners understand their pricing model, profit margins, monthly expenses and revenue and sales goals
- Ensure business owners are better prepared to speak with a lender or investor in regard to funding and scaling their business
- Measure the learning of presented information with weekly homework assignments and a final business presentation

Eight, Three-hour, Weekly Sessions

To graduate, Businesses must:

- Attend and participate in each class
- Submit weekly homework assignments on time
- Meet with their mentors weekly
- Give a Practice Presentation in week 7
- Give a Final 15-minute presentation in week 8

All sessions are facilitated by [Will Holmes](#).



Week 1: Introductions, Program Orientation, & Business Challenges

During this 3-hour session, we will discuss the goals of the program, expectations, and the final presentation. Participants will introduce themselves and share (in 3 minutes): name, business, target customers, and 12-month Revenue Goal. We will discuss the importance of the 12-month cash flow projections which will be the foundation of planning the growth of the business. Homework will be assigned to be submitted by the next class.

Week 2: Building a Sustainable Organization's Infrastructure

In the first hour, the facilitator will lead an interactive discussion on the participants' greatest challenges and how to address them with market research, customer segmentation, infrastructure, technology, planning, and coordination of people and processes. During the second hour, we will be joined by a panel of successful business leaders who will share their experiences, take questions, and offer advice. During the 3rd hour we will discuss current business challenges and homework. Homework will be assigned to be submitted by the next class.

Week 3: Leading People & Planning for Growth

In the first hour, the facilitator will lead an interactive discussion on the participants' greatest challenges and how to address them with effective techniques for assessing the needs of the market, identifying organizational goals, and creating win/win situations with team members to ensure success. We will also discuss pricing, operational strategy, basic project management and allocation of time, people, and resources. During the second hour, we will be joined by a panel of 3 successful business leaders who will share their experiences, take questions, and offer advice. During the 3rd hour, we will discuss current business challenges and homework. Homework will be assigned to be submitted by the next class.

Week 4: Marketing & Selling B2G, B2B, & B2C

In the first hour, the facilitator will lead an interactive discussion on the participants' greatest challenges and how to address them with effective market research, identifying target customers, lead generation, business development, proposal writing, strategic partnerships, and relationship building. During the second hour, we will be joined by a panel of representatives from government procurement offices and local anchor institutions who want to do business with smaller companies. They will share their experiences, take questions, and offer advice. After the panel, we will have a discussion on social media strategy and management. Homework will be assigned to be submitted by the next class.



Week 5: Accounting, Human Resources, Legal, Taxes & Insurance

In the first hour, the facilitator will lead an interactive discussion on the participants' greatest challenges and how to address them with better compliance and internal controls. We will examine best practices in Human Resources, Accounting, Contracts, Taxes, and Insurance. During the second hour, we will be joined by a panel consisting of a HR consultant, accountant, attorney, and a financial advisor. They will share their experiences, take questions, and offer advice. During the 3rd hour, we will discuss current business challenges and homework. Homework will be assigned to be submitted by the next class.

Week 6: Preparing for Capital & Essential Financial Documentation

In the first hour, the facilitator will lead an interactive discussion on the participants' greatest challenges and how to address them with accessing capital from various sources and preparing the financial documentation and narratives necessary to attract funding. During the second hour, we will be joined by a panel of lenders, investors, and accountants who will share their experiences, take questions, and offer advice. During the 3rd hour, we will discuss the final presentation. Homework will be assigned to be submitted by the next class.

Week 7: Practice Final Presentations

The facilitator will review the final presentation template and take questions from the Participants. Then participants will present draft slides for feedback from the facilitator.

Week 8: Presentations and Graduation

During our final 3-hour session, we will bring together all participants for final presentations. Due the number of participants and limited time, we will separate into smaller groups in virtual breakout rooms to hear the presentations. Participants can cheer on the presenters and ask questions about their growth plans. After the presentations are complete, we will have a graduation ceremony. Certificates of Completion will be sent digitally to all participants who completed the program.