

SBAPA Program - \$850

Small Business Accelerator Program for former/current Academics and educators

- Six 1-hour sessions scheduled at your convenience within a three month-period
- Access to online resources and materials for further learning
- One-on-one guidance to help former academics through the process of starting their business

This program is designed to help former academics leverage their research and teaching skills into creating and running a successful small business.

Session 1: Transitioning Mindset: From Educator to Entrepreneur

- **Objectives:** Understanding key differences between academic and business worlds, aligning personal goals with business ambitions, and introduction to the entrepreneurial mindset.
- **Activities:** Identify entrepreneurship resources, interview successful alt-ac entrepreneurs, set accelerator goals.

Session 2: Business Basics and Financial Literacy

- **Objectives:** Introduction to basic business concepts, understanding financial management, revenue streams, cost structures, and pricing strategies.
- **Activities:** Basics of Business, Finding the right price points.

Session 3: Idea Generation, Validation, and Market Research

- **Objectives:** Understanding the importance of idea validation, conducting market research, and identifying ideal customers.
- **Activities:** Conduct market research, customer segmentation, and competitive analysis.

Session 4: Business Modeling and Planning

- **Objectives:** Understanding how to create a business model, drafting a business plan, and strategies for scaling a business.
- **Activities:** Create a business model canvas, start to draft a business plan

Session 5: Brand Identity

- **Objectives:** Understanding the importance of your brand identity including the name of your business, logo, and overall aesthetic.
- **Activities:** Identify what will set you apart from your competitors, identifying your special niche

Session 6: Getting Up and Running - Business Operations

- Objectives: Starting with a website, contracts, and a relationship-management system
- Activities: Identify and learn from existing business websites, contracts, explore clientflow platforms