



## Our partnership starts with CO.STARTERS™

**Designed to provide the right guidance at the right time using the CO.STARTERS Canvas as the framework, all facilitated by experienced business leaders.**

- Week 1: Knowing Yourself (Assumptions, Working Styles, Team Building, Obstacles)
- Week 2: Knowing Your Customer (Customer, Problem, Alternatives, Idea Testing)
- Week 3: Finding the Right Solution (Solution, Benefit, Advantage, Starting Small, Brand Identity)
- Week 4: Getting the Relationship Right (Marketing & Messaging, Growing Customer Base)
- Week 5: Building Blocks (Distribution, Revenue, Typical Offering, Price)
- Week 6: Structures and Systems (Legal & Accounting Considerations)
- Week 7: Discovering the Bottom Line (Startup/Ongoing Needs, Fixed/Variable Costs, Break-Even)
- Week 8: Financial Modeling (Break-Even Point, Sales Projections, Cash Flow, Raising Capital)
- Week 9: Planning for Growth (Growth Plans, Goal Setting, Celebration Prep)
- Week 10: Preparing for Life After CO.STARTERS, Learn about the experienced network of support organizations you can access in Southwest Georgia

*The Launch Room is a community-based startup accelerator located in Albany, GA serving our surrounding region.*



TheLaunchRoom.org

## Coursework powered by