

City of Kenmore and Port of Seattle
Kenmore2021 Business Acceleration Program
“Building the Future of Kenmore”

1. Description:

A four-week intensive training and consulting program, to help 8-to-12 Kenmore small businesses survive and thrive 2021 and beyond.

Dates: Wednesdays, May 19, 26, June 2, & 9, 2021
Time: 6:00-8:00PM followed by 30 min open discussion
Venue: Online secure videoconferencing.
Fee: None, grant funded by City of Kenmore and Port of Seattle
Participants: One or two people from the same business, with preapproval.

Each business receives:

- Four sessions (3.0 hours each) of business acceleration training and collaboration, with 8-to-12 select Kenmore businesses via secure video conferencing.
- Guest speakers who are business acceleration experts and entrepreneurs.
- Six small group consulting sessions (2 per week, 1.5 hours each). These are optional for the businesses and offered Fridays 11:30am-1:00pm, and Mondays 6:00-7:30pm.
- Series workbook based on; *“Best Practices of High Performance Entrepreneurs; Hard Times Make Great Companies 2020 Edition.”*
- Individual consulting with a certified Hot100Business consultant(s).

2. Qualification Criteria:

- Private-owned small business that are registered Kenmore businesses, or owned and managed by a Kenmore resident.
- The business has the potential to grow and the owners are committed to working on growing the business now.
- Preference will be given to:
 - Existing, growth-oriented businesses with staff of 3 FTE (full time equivalent).
 - Higher-potential startups that will need 3 FTE staff within six months.
- Registered attendees must be:
 - Owners and/or managers who can make major decisions and changes in the business.
 - Committed to attending all scheduled sessions and individual consulting appointments.

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3. Training Topics:

From the 5X-Entrepreneur Series workbook; “Best Practices of High Performance Entrepreneurs”

Session 1

- **Grow Faster Now** – 5XE Accelerated Growth Plan in a Post-COVID19 Environment – Design your business to create profitable and sustainable revenue growth of \$500,000 to \$50 million+. What would your business look like at this higher level of revenues? How many staff and locations would we need? What kind of equipment and funding? How can we get there quickly, without taking huge risks in the process? This is concentrated version of the one-day Grow Faster Now workshop.

Session 2.

- **5XE Business Ownership** – The best practices of high-performance owners that create sustainable profit and more owner compensation right away, and why your business needs to build equity of at least \$3 million. 5XE Business Management – Accelerated implementation of high performance best practices.
- **5XE Marketing Part A** – Efficient and effective best practices that enable and accelerate multimillion-dollar growth.

Session 3

- **5XE Marketing Part B**– best practices that will help you outrun the competition and create sustainable market advantages.
- **5XE Productivity**– best practices to accelerate and enhance profitability and cash flow without increasing revenues. 5XE HR and Staffing – staffing is the difference between self-employment and building a business. It is also often directly correlated to the success and pace of business acceleration and profitability.

Session 4

- **5XE Finance and Accounting** – best practices that make the difference between financial success and failure. These best practices often take 20 years of experience to learn the hard way and can save your business from disaster. How to make your business easier to grow and manage. How to make your banker, CPA, and other resources love your business right now.

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- **5XE Risk Management** – best practices to prevent problems that can damage and kill a business.
- **5XE Next Phase & Growth Management** – How to build a highly competitive, multi-divisional business that creates an enduring legacy for owners and key employees. Here’s how to do it faster even though most businesses fail to reach this stage.

4. Guest Speakers:

5XE training includes guest speakers that are experts on their topic as well as follow-up resources to grow the business.

5. Trainer and Consultant:

Corey Hansen, MScOD, is the founder and consultant of Hot100Business, and has helped his clients create over \$2 billion in new equity. A growing number have made it to prestigious "fastest growing" lists, such as the Inc 500/5000, the SBA Small Business of the Year, the Business Journal Hot 100 and many others. His most successful client to date is PopCap Games, which was sold \$1.3 billion after just 10 years from startup.

Corey is co-author of the book, “Best Practices of High Performance Entrepreneurs” (2006-2020), which has helped thousands of business leaders to build high-performance businesses, and he has been featured in articles in Inc. Magazine and Go Magazine. Corey was a Small Business Development Center consultant and director for 13 years and helped over 1,000 businesses accelerate their success through every challenge imaginable. He was also the program consultant for the Kenmore Business Incubator, from Aug 2014 to Dec 2019.

6. Application

Each business must complete the Kenmore2021 Business Acceleration Program application and will be reviewed and either admitted to the training or referred to local resources to help them grow their business.

The application can be downloaded at: www.Hot100Business.com/Kenmore2021

Please complete Pages 4 and 5 of the Business Acceleration Program form and send a scanned copy to KenmoreBAP@Hot100Business.com. For questions, please contact Corey Hansen by email, or Nancy Ousley, City of Kenmore Assistant City Manager at nousley@kenmorewa.gov.

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Business Acceleration Program Application:

Information provided is confidential and applications will be reviewed on a first come first serve basis. All applications will receive written recommendations and referrals to resources to help grow the business.

1. Business info:

Business Name: _____

Primary business address: _____

Year business started: _____ Industry: _____

2. Primary contact:

Name: _____ Title: _____

Telephone: _____ Email: _____

3. Current number of Staff:

Owners: #Full time: _____ #Part time: _____

Non-owner management: #Full time: _____ #Part time: _____

Other staff/contractors #Full time: _____ #Part time: _____

4. Annual Revenues:

2020 annual revenues (actual):

Under \$300,000: _____ \$300,000 to \$1M: _____ \$1M+: _____

2021 annual revenues (estimated) :

Under \$300,000: _____ \$300,000 to \$1M: _____ \$1M+: _____

Preferred revenue goal for 2025 and beyond \$ _____

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Business Acceleration Program Application

5. Please describe your business in one or two paragraphs:

6. What do you see are the primary drivers (or obstacles) to growing your business, in addition to COVID-19?

Please send a scanned copy to KenmoreBAP@Hot100Business.com.

We will review your application and get back to you within five business days. Regardless of approval or not, we will recommend resources to help you grow your business as the City of Kenmore and the Port of Seattle are committed to the success of local businesses.