

## J's Kitchen Culinary Incubator: Curriculum Outline 2017 - 2018

<b>Date</b>	<b>Topic</b>	<b>Presenter</b>	<b>Theme</b>	<b>Time</b>
September	Facing the challenges	Life Coach - Alena Edmondson	Inspiration/Motivation	5pm - 7pm
October	Business Law and Legal Application	Attorney - Jennifer Simpson	Your Business Structure	5pm - 7pm
November	Accounting for your business	CPA - Chris Etheridge	Knowing your Numbers	5pm - 7pm
November	Understanding your Business	CPA - David Lemer	From Retail to Manufacturing	5pm - 7pm
November	Understanding Financials	CPA - John Dickson	How to read your Books	5pm - 7pm
December	Return on Investment	CPA – John Dickson	Making a Profit	5pm - 7pm
January	Funding Your Business	Banker - Cecilia Crutchfield	Debt/Equity	5pm - 7pm
February	Protecting your Business	Insurance Broker?	Insurance	5pm - 7pm
March	Becoming an Entrepreneur	Business Coach - Waleed Shamsid-Deen	Inspiration/Motivation	5pm - 7pm
April	Knowing your Strengths/Weaknesses	PR - Specialist M-Squard	SWOT Analysis	5pm - 7pm
May	Marketing your Business	PR - Simone Smalls	4-P's (Price, Product, Promotions, Place)	5pm - 7pm
June	Social Media	Marketing Specialist - Leon Pattman	Understanding the Net	5pm - 7pm
July	Developing your Business Plan	Marketing Specialist - Leon Pattman	Knowing and Working your Business Plan	5pm - 7pm
August	Business Development/Growth Strategies	Marketing Specialist?	Where is your Market	5pm - 7pm

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