

J's Kitchen Culinary Incubator
Curriculum Outline and Presenter
2019 - 2020

Date	Topic	Presenter	Theme	Time
	Facing the challenges	Life Coach - Alena Edmondson	Inspiration/Motivation	3pm - 4pm
	Business Law and Legal Application	Attorney - Jennifer Simpson	Your Business Structure	pm - pm
	Accounting for your business	CPA - Chris Etheridge	Knowing your Numbers	pm - pm
	Understanding your Business	CPA - David Lemer	From Retail to Manufacturing	pm - pm
	Understanding Financials	CPA - John Dickson	How to read your Books	pm - pm
	Return on Investment	CPA – John Dickson	Making a Profit	pm - pm
	Funding Your Business	Banker - Cecilia Crutchfield	Debt/Equity	pm - pm
	Protecting your Business	Insurance Broker	Insurance	pm -pm
	Becoming an Entrepreneur	Business Coach - Waleed Shamsid-Deen	Inspiration/Motivation	pm - pm
	Knowing your Strengths/Weaknesses	PR - Specialist M-Squard	SWOT Analysis	pm - pm
March and April	Marketing your Business	Marketing Specialist Linda Chaffin Start	4-P's (Price, Product, Promotions, Place)	pm - pm
March and April	Social Media	Marketing Specialist Linda Chaffin Start	Understanding the Net	pm - pm
	Developing your Business Plan	Marketing Specialist Open	Knowing and Working your Business Plan	pm - pm
March and April	Business Development/Growth Strategies	Marketing Specialist Linda Chaffin Start	Where is your Market	pm - pm