

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