

Curriculum

Start Business

- Support hub Ecosystem – Get enrolled with the Lansing Entrepreneur resources.
 - LEAP <https://www.purelansing.com/startup/> - resources for connecting with start-up programs in the tri-county area.
 - Small Business Development Center <https://michigansbdc.org/> - Meet with Laurie Lonsdorf lonsdorl@lcc.edu about business plan design and marketing strategies.
 - Other <https://www.michiganbusiness.org/services/small-business-support-hub/sbsh-finder/>
- LLC, EIN, MTO, bank acct, POS – some of this can be down with SBDC, they have some useful videos for walking you through LLC setup, EIN, MTO.
 - LLC <https://cofs.lara.state.mi.us/corpweb/LoginSystem/ExternalLogin.aspx>
 - EIN <https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>
 - MTO <https://mto.treasury.michigan.gov/eai/mtologin/authenticate?URL=/>
- You will need a POS for sales do some research for what kind will best fit your needs
 - <https://squareup.com/us/en>
 - <https://www.clover.com/>
 - <https://www.shopify.com/>
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- Food Licensing
 - ICHD - Ingham County Health Department
 - Temporary, Category 2, STFJ, Mobile license - https://health.ingham.org/health/environmental_health/permits_licensing.php
 - MDARD – Michigan Department of Agriculture and Rural Development
 - <https://www.michigan.gov/mdard/licensing/lps>
 - Kitchen Orientation – Schedule with Matt, Equipment use, care, safety, expected cleaning tasks, trash, recycling, drains, sinks and their uses, where equipment is located, lock up procedure
 - Food safety – Servsafe Food Protection Manager Certification, [study guides](#), 8 hour class, [practice tests](#), Menu specific training
 - SOP - https://docs.ingham.org/Department/Health%20Department/environmental%20health/SOP_Packet.pdf
- COGs
 - Recipe Creation
 - Write down weights and measurement
 - Record/take pictures for promotions
 - Update SOP/ procedures
 - [Food Cost Calculator](#)
 - Schedule time to review and build template best for your products
 - Product acquisition Comparison sheet
- Marketing

- [Create beginning content](#)
 - Send over first content to ANC for promotion
 - Take pictures of food and **people**
 - Be selective on where and what to post (Consult your marketing plan)
 - Build social media pages
 - Create website (intro to website building, LEAP or Good Food Fund resources?)

First Events

- Promote Ticketed event
 - Create menu
 - Define team/ roles
 - Document/photograph/promote
 - Execute
 - Follow up meeting on what to improve – GOAL SETTING
- Al a carte Event
 - POS setup
 - Pair with promotional activities (games /music/ meetup?)
 - Document/photograph/promote
 - Farmers market rotations
- Wholesale
 - Create Product sheet
 - Test at farmer's market booth
 - Meet with Capital City Meijer/ELFCO
 - Refine packaging
 - Cross promote with business and new locations
 - Taste testing day in market

Scaling

- Catering
 - Design By the head pricing/ By the half pan pricing
 - Business cards/menus/ updated website page
- Pick ups
 - Consistent togo pickup hours (once a week, once a month?)
 - Appropriate app/POS to take orders
 - Promotion calendar and Content building
 - Staff Training and Controls
- Increased accounts wholesale
 - New Markets
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- Cooking classes
 - Dine & Discovery Class – one dish/dinner
 - Write recipe
 - Utilize brand storytelling
 - Design Playlist

- Regular schedules
- Goal Setting
 - Create Financial goals
 - Update business canvas
 - Design set of quarterly goals and turn into Kitchen manager (atleast 4)
 - Design one-year and 5 year goals
 - Structure Marketing Strategies
- Workshops attended
 - Must attend 100% of workshops in schedule (Tuesdays morning?)
 - Must attend SBDC one-on-one mentoring appointment in lieu of workshop attendance

Accelerator

- Finance review
 - Must turn in detailed financials (cash flow worksheet for one year of business)
 - Updated food cost with current purveyors (purveyor selection worksheet?)
 - Tax and Accountant obligations
- Social Media/promotional Audit
 - Website
 - List of social media used
- Goal setting
 - One year, 2 year, and 5 year goals
 - Number of expected jobs created
 - Financial projections
 - Updated business plan/ mission
- Operations
 - [Cleaning and Maintenance](#)
 - Décor specifications
 - Task Delegation
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- Hiring Employees
 - Design employee handbook, showing mission and vision, basic compliance information (ADP tools), break information, dress code, benefits, work periods, time keeping, standards of employment
 - <https://www.irs.gov/businesses/small-businesses-self-employed/understanding-employment-taxes>
 - Training Materials
 - Disciplinary actions
 - Updated SOPs
 - Responsibility charts
- Loan Readiness
 - Preparing cash flow/ sales data/ quickbooks reporting
 - Update business plan
 - Real estate – workshop with Ms. Le, agents, purchasing vs leasing
- Getting into your own space