

INNOVATOR'S JOURNEY

Do you want to connect with large suppliers in order to grow your business?

The Innovator's Journey Program Curriculum:

- Week 1: Intro to InJ
- Week 2: InoVet.it & Personas
- Week 3: Value Proposition Design
- Week 4: Business Model Canvas Part I
- Week 5: Business Model Canvas Part II
- Week 6: Financial Prep Canvas
- Week 7: Graduation and Pitch

****BONUS OPPORTUNITY****
Pitch Prep & Culminating Pitch Event

The **Innovator's Journey (InJ) Program** is a statewide learning program through classroom and online lessons, that allow you to navigate through a standard workflow and helps small businesses gain access to capital and contract opportunities to grow their businesses by providing entrepreneurial education and training opportunities.

Applicants must attend 7 weeks (once weekly) of a 2.5-hour entrepreneurial training course at Johnson C. Smith University **every Wednesday from April 8 - May 20, 2020, 4:00pm to 6:30pm.** This program is being provided **free of charge** to all applicants accepted in the program.

In this program, you will walk away with:

- Reduced time to communicate entrepreneurial intentions and opportunity to pitch your business to large corporations upon completion of the program.
- More clarity about your business, learn a common language, navigate through an established journey and walk away with a portfolio of completed canvases.

Space is limited!

Apply *here* by March 24, 2020
CarolinaSmallBusiness.org/INJ2020

Presented by:



Johnson C. Smith University
Metropolitan College of Professional Studies

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