

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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