



Spring 2024

March 5, 2025, through April 16, 2024

Classes: Tuesdays and Thursdays 6:00 – 7:30 PM

Live at Sierra Commons

792 Searls Ave, Nevada City, CA 95959

Accountability Group: Wednesdays 12:00 – 1 PM

Online only

Graduation Party - April. 16, 2024

WEEK 1

Tuesday, March 5

Wednesday, March 6

Thursday, March 7

Setting the Stage for Success

6:00 – 7:30 PM

12:00 – 1:00 PM

6:00 – 7:30 PM

Welcome, Logistics – Robert

Accountability Group

Core Values & Value Proposition – Robert

WEEK 2

Tuesday, March 12

Wednesday, March 13

Thursday, March 14

Clarity and Focus

6:00 – 7:30 PM

12:00 – 1:00 PM

6:00 – 7:30 PM

Your Brilliance in Action – Machen MacDonald

Accountability Group

SMART Goals & Minimum Viable Product –Robert

WEEK 3

Tuesday, March 19

Wednesday, March 20

Thursday, March 21

Building a Strong Foundation

6:00 – 7:30 PM

12:00 – 1:00 PM

6:00 – 7:30 PM

Forming a Legal Entity– Panda Morgan

Accountability Group

Business Models – Tim Yamauchi

WEEK 4

Tuesday, March 26

Wednesday, March 27

Thursday, March 28

Finance and Law

6:00 – 7:30 PM

12:00 – 1:00 PM

6:00 – 7:30 PM

Business Law – Mike Mapes

Accountability Group

Finance Profit First – Ean Price Murphy

WEEK 5

Tuesday, April. 2

Wednesday, April. 3

Thursday, April. 4

Marketing Communications

6:00 – 7:30 PM

12:00 – 1:00 PM

6:00 – 7:30 PM

Web and Copywriting – Mike Mooers

Accountability Group

Integrated Marketing Campaigns–Robert

WEEK 6

Tuesday, April. 9

Wednesday, April. 10

Thursday, April. 11

Pulling it All Together

6:00 – 7:30 PM

12:00 – 1:00 PM

6:00 – 7:30 PM

Pitch Fest – TBD panel of advisors

Accountability Group

Three-Month Action Plan –Robert Trent

WEEK 7

Tuesday, April. 16

Celebrate


6:00 – 8:30 PM

Graduation Party and Business Showcase!





ONE-TO-ONE ADVISING

Meeting with your SBDC advisor(s) is a core component of the course and is critical to your success. Advisors can help you refine your business strategy, create a business plan, navigate financing, and connect you with other valuable resources. Advisors can often help you avoid costly mistakes and accelerate your business growth.

LEAD INSTRUCTOR

	<p>Robert X Trent As the founder and Executive Director of Sierra Commons, Robert has taught hundreds of entrepreneurs - helping them plan, launch, grow, and sell their businesses. With a broad understanding of what it takes for companies to survive and thrive, Robert brings his expertise to Ignitor students who are inspired to take their businesses to the next level. robert@sierracommons.org (530) 265 -8443 SBDC Advisor LinkedIn Website</p>
---	---

GUEST INSTRUCTORS

	<p>Machen MacDonald ProBrilliance Leadership Institute Website LinkedIn</p>		<p>Ean Price Murphy Abundantly Clear Business Consulting SBDC Advisor LinkedIn</p>
	<p>Michael C. Mapes, Esq. Mapes Legal, P.C. Website LinkedIn</p>		<p>Panda Morgan SBDC Advisor Website</p>
	<p>Mike Mooers Wicked Good Copywriting Website LinkedIn</p>		<p>Tim Yamauchi SBDC Advisor LinkedIn</p>

Thanks to our Sponsors



This program is brought to you in part by the Sierra Small Business Development Center

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Jessica Carr at 530.582.5022 or jcarr@sierrabusiness.org

