



IGNITE ARTS BUSINESS INCUBATOR 2022 Workshop Syllabus

The IGNITE Program 2022 Cohort will use concepts conveyed in their IGNITE Application to refine a business concept in the areas of arts, design and manufacturing – often referred to as makers.

LOCATION: 163 Main St, Biddeford, ME

ZOOM LINK: TBA

DATES: March 8th – May 17th, 2022

CONVENER/INSTRUCTOR:

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IGNITE PROGRAM WORKSHOP SYLLABUS:

Workshop Summary:

This 8 week, 1hr/ week arts business workshop series is intended primarily for self-starters, individuals, or small business teams with ideas whose time has come. Our area of priority is arts, design, or manufacturing sectors – often collectively referred to as ‘makers’.

Workshop Description:

These workshops are designed to foster attitudinal, conceptual, and leadership skills and the spirit of social innovation in business entrepreneurship. The course focuses on the skill set of the new entrepreneurial manager: one who continually strives through creativity and innovation to pursue opportunities in a resourceful and outside-of-the-box thinking manner that seeks solutions to problems one encounters in the business sector. Other topics in the course include: utilizing technology, marketing, and financial analysis to improve start-up business performance, tapping into creativity to solve business challenges, social responsibility, ethics and the entrepreneur; and running a small business venture.

A common characteristic of makers is the desire to specialize in one's own passion or area of expertise as a small business entrepreneur. Finding one's niche is the beginning—sustaining and managing one's goods, services or expertise is the long-term aim. This series of required weekly workshops will equip the entrepreneurial individual or teams with tools they need to access and sustain their dream work through the 2022 year and beyond.

Educational Objectives:

In the new, emerging paradigm of creative and innovative business entrepreneurship, the creative entrepreneur's job is to:

- Develop and vet market opportunities for their area of expertise economy;
- Create business models and plans to support business launches;
- Understand the role that social entrepreneurship and triple bottom line business play in venture success;
- Understand the unique marketing and social media needs of arts, manufacturing, tech and more businesses;
- Perform basic financial analysis to measure success;
- Stimulate and harness the proposed business community's enthusiasm and creativity;
- Find shared vision, norms and values amongst team members and applicants;
- Share information and power in all platforms;
- Manage one's role in executing production and thriving business practices;
- Understand the role social innovation and equitable leadership play in the development of success business ecosystems
- Adapt to environmental change through regenerative design and parity in Maine's social and economic ecosystems

Content and Organization:

The course is organized around these five broad themes, using case studies from different industries to discuss and illustrate important concepts for Maine businesses in 2022:

1. ***The Value Proposition.*** What is an attractive opportunity in Maine's arts, design and manufacturing economy, not just another good idea? What are the characteristics of **higher potential** opportunities? Are the risks and trade-offs acceptable? What social, environmental and/or financial factors are at stake?
2. ***The Entrepreneur.*** What makes good entrepreneurs tick? What qualities characterize these people who are driven to pursue opportunity through realization of their ideas?

3. **Resources.** Given an opportunity, what resources will be needed in order to create or seize an opportunity with an acceptable level of risk to create community-building and profitable outcomes? How will you fund your work?
4. **Partnerships & Teams.** How does the entrepreneur achieve **leverage** by working with and through other people to achieve their goals? What are the interpersonal dynamics and challenges of partnerships and teams?
5. **Timing.** At each stage of the entrepreneurial process the acquisition and deployment of resources and the use of creative thinking at the right time is critical to success. What are the characteristics of a successful investment? What role do the environment, context, and being in the right place at the right time play in success? Can we control the timing of key events?

We will examine these themes by a combination of:

- **Weekly 1-hour workshop sessions:** A series of makers' entrepreneurship workshops based on the business model canvas will provide the backbone of the cohort experience. Participation is mandatory for the IGNITE Cohort.
- **Business Model Canvass:** We'll use the Business Model Canvass too (linked here: <https://strategyzer.com/canvas/business-model-canvas>) to guide our workshops and to provide structure for your goals and inquiries as entrepreneurs.
- **Small Business Observation:** The IGNITE Cohort will observe and report to the group critical observations made about the success of a business venture that inspired you.
- **Guests Teachers:** The IGNITE Cohort will be invited to meet directly with business resource and service providers connected to Engine's entrepreneurial network.
- **Video and social media:** We will examine the approaches from existing small businesses using social and digital media for branding and marketing.

Projects that are part of these workshops include:

1. **Small Venture Observations** – IGNITE Cohort teams/individuals will observe a local small business that they believe is successful and report to the group about the reason for the venture's success.
2. **Your Business Model Canvas**– IGNITE Cohort teams/individuals will use the business model canvas to evaluate the feasibility of their business plan idea, following the framework that will be discussed during the second class.
3. **Your Business Plan Presentation** – Each IGNITE Cohort participant will collect all resources from the workshop projects into their business plans. Teams will author a business plan (or refine an existing plan) for their creative venture, following the framework outlined in the workshop. Each team will make a 10-minute presentation on their work



WEEKLY IGNITE WORKSHOP SCHEDULE: MARCH – MAY 2022

Week	Workshop Topic	Prep Materials
Week 1 March 8	<p>Workshop Discussion: What is our relationship to land, place and community in Maine?</p> <p>Introduction to Course- Review of Syllabus Networking and Introductions Topic 1: Score resources Topic 2: The Business Model Canvas</p>	<p>Download and read: https://strategyzer.com/canvas/business-model-canvas</p>
Week 2 March 15	<p>Workshop Discussion: American Cooperatives</p> <p>Topic 1: Triple Bottom Line Topic 2: Understanding Entrepreneurship Topic 3: Recognizing and Shaping an Opportunity In-class Case Study: Crown O' Maine Organic Cooperative, Cooperative Development Institute</p>	<p>Reading: SKIM the article Industrial vs Sustainable Farm Dichotomy Report https://mainesustainableag.wordpress.com/our-publications/</p> <p>Reading: Triple Bottom Line Tool http://tbltool.org/about.php</p>
Week 3 March 23	<p>Workshop Discussion: Entrepreneur Interviews and discussions</p> <p>Topic 1: Developing a Business Model Topic 2: Proof of Concept In class discussion: Federal and State Small Business Resources</p>	TBA
Week 4 March 30	<p>Workshop Discussion: The Maker's Ecosystem</p> <p>Topic 1: Reviewing The Business Model Canvas Topic 2: Analyzing the Industry and the Market Topic 3: Developing a Competitive Advantage Topic 4: Analyzing Product and Service Design</p>	<p>Read through: https://www.score.org/resource/business-plan-template-startup-business</p>
Week 5 April 7	<p>Workshop Discussion: Why do so many small businesses fail?</p> <p>Topic 1: Choosing the Legal Form of Organization Topic 2: Building the Founding Team Topic 3: Calculating Startup Capital Requirements Topic 4: Developing a Startup Marketing Plan Topic 5: Tips for Writing a Great Business Plan</p>	<p>Assignment 1 reading: https://www.irs.gov/businesses/small-businesses-self-employed/business-structures</p>
Week 6 April 14	<p>Workshop Discussion: Wabanaki Reach/UNE Social Innovation</p> <p>Topic 1: Social Entrepreneurship Topic 2: Incorporating Ethics and Social Responsibility into the Business</p>	TBA
Week 7 April 21	<p>Workshop Case Studies: Biddeford's former Music Businesses; Soul Folks/RubyYacht, Oak and the Ax</p> <p>Topic 1: Designing an Entrepreneurial Organization Topic 2: Planning Startup Operations Topic 3: Storytelling</p>	<p>watch film vignettes: https://www.mainefarmlandtrust.org/public-outreach-new/media/growing-local/</p>
Week 8 May 3	<p>IGNITE COHORT Business Model Canvas Final Review & Presentations</p>	none