

Worcester Roots 2023 Co-op Academy Overview

October to January 2023; 6:00-8:45pm

Week 1

Overview

Orientation; Solidarity Economy: "Why you should start a co-op?"; History and Principles of Co-ops

Week 7

Marketing Your Business

How to reach your customers; Branding; Sales Strategy and approach

Week 2

Your Co-op Business Idea Analysis

Business model analysis; Entrepreneur Happy Place; Develop Mission, Vision, and Values

Week 8

Business Financials

Documenting your Business's Financial Performance and Activities (bookkeeping); Financing your business

Week 3

Business Membership and Organization

Workplace democracy; Decision making and team dynamics; Members' Roles and Responsibilities

Week 9

Business Incorporation and Legalities

Articles of Incorporation; By-laws; Taxes; Liabilities

Week 4

Market Analysis

Know your potential Customers, Members, and Business Environment

Week 10

Start-Up Launch

How to open a business; How to keep your business operational

Week 5

Feasibility Study

Is this business idea Viable and Profitable? What are the Opportunities and Risks?

Week 11

Challenges and Opportunities Panel

Q&A with existing and past Co-op Business Owners

Week 6

Business Planning

What is the roadmap for the business? How is the business going to work?

Week 12

Business Resiliency

Dealing with financial crisis, remote office set-up, e-commerce, health and safety protocols

Week 13

GRADUATION and Business Pitch!

