

Worcester Roots 2023 Co-op Academy Overview

November 2023 to February 2024; 6:00–8:45pm

Week 1:
11/2

Overview

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

Week 2:
11/9

Your Co-op Business Idea Analysis

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

Week 3:
11/18

Business Membership and Organization

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

Week 4:
11/30

Market Analysis

Know your potential Customers, Members, and Business Environment

Week 5:
12/7

Feasibility Study

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

Week 6:
12/14

Business Planning

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

Week 7:
12/21

Marketing Your Business

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

Week 8:
12/28

Business Financials

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

Week 9:
1/4

Business Incorporation and Legalities

Articles of Incorporation; By-laws; Taxes; Liabilities

Week 10:
1/11

Start-Up Launch

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

Week 11:
1/18

Challenges and Opportunities Panel

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

Week 12:
1/25

Business Resiliency

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

Week 13:
2/1

**GRADUATION and
Business Pitch!**

