



## **GUEST SPEAKER OVERVIEW**

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Most weeks during the Hustle PHX 101 curriculum, a volunteer guest speaker will visit to share their experiences and expertise with the program participants to help the participants better understand the course concepts and material. To accomplish these goals, the lead volunteer facilitator will perform a prepared Q&A with the guest speaker.

The interview questions will be related to the workshop topic of the week and will provide the guest speaker the opportunity to share their business story, explain how to start/grow a successful business, and share how the guest speaker uses their business/work to be a blessing to others. After the prepared Q&A questions are complete, the lead volunteer facilitator will allow the program participants to ask the guest speaker questions of their own. The entire Q&A session usually lasts 20-30 minutes.

**Guest speaker needs include business owners or professionals with expertise in:**

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- Financial benefits of owning a business
  - Developing your business' value proposition  
Identifying your target customer
  - Experience in creating a minimally viable product (MVP) and why it's important
  - Process of how you develop customer relationships and sales channels that work for your business and customers
  - Key activities, key resources key relationships
  - Business financials
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