



HUSTLE PHX 202 GUEST SPEAKER OVERVIEW

The Hustle PHX 202 program is designed to help validate our entrepreneurs' business concepts. Each week, the entrepreneurs apply what they're learning - in areas of operations, marketing, finance, and sales - back to their businesses.

Topics include: unit economics, financial statements, taxes/accounting, understanding customers, operations framework, process improvement, supply chain management, marketing messaging, sales tactics, competitive analysis, pricing, licensing/IP protection, cash flow/sales projections, hiring and more.

202 Guest Speakers should have experience facilitating and/or training content to an adult audience and significant experience or subject matter expert in one of the above topics. Workshop schedule on page 2.

202 Guest Speaker expectations:

- In coordination with the Hustle PHX team, study and review the prepared curriculum (handouts, slides) for the assigned workshop topic. Find places to incorporate your experience, lessons learned, etc. to make the material your own touch.
 - Prior to workshop, schedule time with Hustle PHX team to review material, ask any questions, and Hustle team will provide any insight that would help with the workshop.
 - Be prepared to have read and studied material, manage time, ensure opportunities to ask questions and engage participants, and become comfortable in using virtual meeting tools (if applicable).
 - If possible, stay after presentation to participate in the small breakout group application assignment.
 - Post workshop, have a short call with the Hustle PHX team to debrief.
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Week 2: Unit Economics -02/09

Goal: Learn to apply the concepts of unit economics to your business decision making.

Week 3: Financial Statements - 02/16

Goal: Understand what financial statements are, learn how to use them in your business, and learn to create a profit & loss statement.

Week 3: Taxes and Accounting (Online) -02/18

Goal: Understand important tax considerations for your business and how you should set up your accounting systems..

Week 4: Understanding Your Customers -02/23

Goal: Work toward better understanding who your ideal customers are and how to apply that knowledge to your business decisions.

Week 5: The Operations Framework -03/02

Goal: Map out your operations and identify the “bottlenecks” which need to be alleviated.

Week 6: Improvements to the Process -03/09

Goal: Assess the gaps in your business and create an action plan to address these gaps.

Week 6: Surveying the Battlefield (online) -03/11

Goal: Identify where things can go wrong in your supply chain and the opportunities to increase your profits.

Week 8: Crafting a Marketing Message -03/23

Goal: Create an outline for your marketing message and explore vehicles to reach your target customer.

Week 9: Sales Tactics -03/30

Goal: Learn the best practices for selling your products/services and practice giving your sales pitch.

Week 10: Pricing -04/06

Goal: Learn different pricing strategies and identify the best pricing approach for your business.

Week 10: Competitive Analysis (online) -04/09

Goal: Identify 3 different competitive threats to your business and decide what you will do to address them.

Week 12: Licensing/IP Protection -04/20

Goal: Understand what permits, licensing and IP protections you need for your business.

Week 13: Sales Projections & Cash Flow -04/27

Goal: Learn how to utilize sales projections to manage your cash flow.

Week 14: Hiring & Management -05/04

Goal: Learn how to hire and conduct interviews, create outlines for job descriptions, and understand how to conduct performance reviews.