



202 WORKSHOP MENTOR OVERVIEW

The Hustle PHX 202 program is designed to help validate our entrepreneurs' business concepts. Each week, the entrepreneurs hear from a guest speaker on topics related to operations, marketing, finance, and sales.

After these guest speakers speak, entrepreneurs are giving an application assignment to work on during the remainder of the workshop in small breakout groups.

Hustle PHX is looking for business owners, working professionals, and people with certain expertises to help these entrepreneurs while they work on these application assignments each week.

Volunteer Workshop Mentors will participate in the small breakout groups to help facilitate the discussion, encourage critical thinking, and brainstorm with entrepreneurs as they apply the information they've learned in the workshop to their business.

Hustle PHX will work with interested volunteers to find the workshop(s) that would be a good fit for their giftings, skills and expertise. Workshop Mentors are asked to attend and listen in on the workshop prior to participating as a Workshop Mentor to learn what is being taught and get familiar with the entrepreneurs in the program.

Commitment can be one-time or multiple depending on availability and need.



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.