HUSTLE PHX 202 GUEST SPEAKER OVERVIEW

Purpose: 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 expertise 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 the workshop, schedule time with the Hustle PHX team to review material, ask any questions, and the Hustle PHX 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 the presentation to participate in the small breakout group application assignment.
- Post workshop, have a short call with the Hustle PHX team to debrief.

Hustle PHX 202 Part 1

Cost Documentation: Understand why documenting your product / service costs matters.

QuickBooks Training: Understand what financial statements are and what they can tell you about your business and begin setting-up a QuickBooks account and creating a chart of accounts.

Budgeting, Part #1: Understand the value of estimating your sales volumes and costs for comparison to actual results and create a tool that can help you plan for growth.

Budgeting, Part #2: Begin to compare your estimated results to your actual results.

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

Revised: 6/12/2025

Hustle PHX 202 Part 2

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

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

Branding, Part #1: Develop your business brand with the help of volunteer branding experts.

Branding, Part #2: Continue developing your business brand with the help of volunteer branding experts.

Crafting a Marketing Message: Create an outline for your marketing message and explore vehicles to reach your target customer.

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

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

Hustle PHX 202: Part 3

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

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

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

Taxes: Hear from a tax professional on the basic considerations for how to best manage your business taxes.

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

Human Resource Management: Hear from an HR professional on the basic considerations for how to best manage your employees, particularly from a legal and compliance perspective.

Pitch Practice: Learn the key components of an effective pitch and practice giving your pitch for Pitch Night.

Pitch Night Celebration!: Be prepared to pitch your business to friends, family, and potential investors. Also, be prepared to set up a table with your products/service information, business cards, brochures, and anything that will help showcase your business; be creative!