

Equity in Entrepreneurship Startup Studio

Beginning with Idea Camp **July 22 - August 17th (Monday & Wednesday 6pm-8pm)**:
Hosted By; Hillsborough County SBDC; - This 4 week "Idea Camp" series is designed to inspire and engage new and future business owners in the fundamentals of Entrepreneurial Thinking.

- **Week 1 - What is the Entrepreneur Mindset?**
 - August 27th, 6-8 pm
 - Guest Experts - Francis Joseph - Chairman of CANDO & Tony Selvaggio - CEO eSmartRecycling
 - AMRoC & Virtual

- **Week 2 - Business & Personal Finances**
 - September 3rd, 6-8 pm
 - Guest Expert - Devante Robinson - Financial Advisor
 - AMRoC & Virtual

- **Week 3 - Business Entities & Intellectual Property - The Legal Aspects of Business**
 - September 10th, 6-8 pm
 - Guest Expert - Vanessa Ferguson - Attorney and Owner of Ferguson Legal & Tonya Elmore - CEO Tampa Bay Innovation Center
 - AMRoC & Virtual

- **Week 4 - Who is your Customer and How to establish your Customer Segments**
 - September 17th, 6-8 pm
 - Guest Expert - Francis Joseph - Chairman of CANDO & Pam Oaks - Owner of US AutoTrainer and Inventor
 - AMRoC & Virtual

- **Week 5 - Customer Discovery Activities - Seeking out Target Customers**
 - September 24th, 6-8 pm
 - Guest Expert - Tony Selvaggio - CEO eSmartRecycling & Michael Hamilton - Owner Net Synergy Virtual Solutions
 - AMRoC & Virtual

- **Week 6 - What is Design Thinking - Building to Solve Problems**
 - October 1st, 6-8 pm
 - Guest Expert - Andy Gold - Professor HCC, Founder Operation Startup & Chris Morancie - Owner - Net Synergy Virtual Solutions
 - Location - Inlab @HCC

- **Week 7 - Designing your Prototype or MVP**
 - October 8th, 6-8 pm
 - Guest Expert - Andy Gold - Professor HCC, Founder Operation Startup, & Justin Heacock - Florida Polytechnic Entrepreneurship Coordinator
 - AMRoC & Virtual

- **Week 8 - Creating your Business Model**
 - October 15th, 6-8pm
 - Guest Expert - David Eason - JP Morgan Chase, CEO Tampa Bay Business Consul & Diana Hechevarria - USF Muma College of Business Professor
 - AMRoC & Virtual

- **Week 9 - Business Model Build out Part 2**
 - October 22nd, 6-8 pm
 - Guest Expert - David Eason - JP Morgan Chase, CEO Tampa Bay Business Consul & Diana Hechevarria - USF Muma College of Business Professor
 - AMRoC & Virtual

- **Week 10 - Strengths, Weaknesses, Opportunities & Threats - Market Analysis**
 - October 29th, 6-8
 - Guest Expert - Justin Heacock - Florida Polytechnic Entrepreneurship Coordinator & Yvette Clayton - Owner Building toward the future
 - AMRoC & Virtual

- **Week 11 - Value Ladder / Sales Funnels**
 - November 5th, 6-8 pm
 - Guest Expert - Michael Hamilton & Chris Morancie - Owners of Net Synergy Virtual Solutions
 - AMRoC & Virtual

- **Week 12 - Final Pitch Deck development & Practice Pitches for 1 Million Cups**
 - November 12th, 6-8 pm
 - Guest Expert Panel - TBD
 - AMRoC & Virtual

Additional Pitch Practice & Advising available by Appointment through end of November.