



*Diverse Supplier
Development Academy*®

Sample Program

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DSDA Program Overview

Building a
Business
Plan

Your Business Plan
Business Analysis
Market Analysis
Value Proposition

Marketing
Your
Business

Marketing Plan
Value Proposition
Financial
Statements

Planning
for
Success

Financial
Monitoring
Cash Flow Analysis
Winning Contracts
Value Proposition

Contingency
Planning

Risk Management
Elevator Speeches

Negotiating
for Success

Negotiation
Business Funding
Elevator Speeches

Capstone

Presenting Your
Business

DSDA Elevator Speech

The DSDA is committed to the support of high-potential diverse businesses as they seek to sell goods and services in Connecticut. With the support of our funding sponsors Eversource Energy, The Travelers Companies, Inc., and UIL Holdings, we offer these businesses mentoring through partner SCORE, targeted education through 6 workshops covering 11 core subjects, and hands-on-support through access to the low-cost legal services of the Connecticut Urban Legal Initiative (CULI), graduate student consultants, and a resource-rich website.

DSDA Executive Summary

Diverse businesses that are active in the public utilities, construction, and other industries in Connecticut supply a disproportionately low volume of business in their fields. At the same time, many large companies have difficulty finding qualified and experienced diverse suppliers in the face of supplier diversity initiatives.

The DSDA seeks to equip diverse business owners with advanced business knowledge, skills, and tools that increase their chances of securing competitive bids and attracting financing to fuel the growth of their business. Our curriculum is designed to provide knowledge, tools, and resources that will ultimately stimulate broader economic development and job creation.

The DSDA accomplishes its goals through a 6-week program hosted at our funding sponsors' facilities. Three core elements of our program are: Education, mentorship, and hands-on support. First, the program offers education in core business principals with the aim of sharpening the skills and knowledge of each business owner. Second, the DSDA provides mentorship through its partnership with SCORE, who will provide valuable guidance tailored to your business growth goals. Finally, the DSDA provides hands-on support through the University of Connecticut (UCONN) by connecting its participants to additional tools, resources, and networks unique to the DSDA.

The DSDA follows an instructional model that is largely experiential and is expressly tailored for the adult learner. The DSDA's curriculum incorporates study materials and research on each Academy Participant's own business in preparation for instructional sessions, workshop discussions, and final deliverables. Upon graduation, each participant will leave our program with skills that have immediate business application.

Program implementation is transparent. All parties involved understand each other's responsibilities and expectations.

Feedback mechanisms are in place to ensure the effectiveness of the DSDA and provide a platform for monitoring each entrepreneur's progress and achievements.

DSDA Program

The overall educational objective of the DSDA is to provide you with an understanding of key concepts that you will need to:

- Grow your business.
- Improve the efficiency of your operations.
- Prepare for capital raising discussions with lenders or equity investors.
- More specifically, at the conclusion of this cohort you should be able to:
 - Deliver an effective value statement about your business
 - Present a clear message in a confident manner.
 - Develop an effective marketing strategy.
 - Evaluate and effectively bid on contracts that will support your business' growth and profit goals.
 - Understand basic risk management concepts and how to apply them to your business.
 - Understand and create basic accounting statements including a balance sheet, income statement, and cash flow statement.
 - Use financial calculations when making decisions about growth and expansion plans, including which contracts to bid on.
 - Evaluate funding needs and potential sources
 - Complete a basic business plan.

We will accomplish these objectives if we work together. It is expected that you will do your part in terms of preparation and workshop participation. The job of the workshop moderator is to provide a forum for the live review and discussion of this material and to ensure that the presented information is clearly communicated and well received by all participants.

Date	Workshop	Time	Topic	Module Contents
9/23/15	Building A Business Plan	8:00	Introductions	Introduce yourself and your business
		8:30	Program Orientation	
		9:00	Business Plan	The DSDA curriculum is structured around your business plan
		9:30	Business Analysis	The who, what, how, and why of your business
		10:15	<i>Break</i>	
		10:30	Market Analysis	Who are you selling to-- and what are their other options?
		11:15	Value Proposition	A value proposition is a clear statement of the tangible results a customer gets from using your products or services
		12:00	<i>Working Lunch</i>	
		12:30	Web Resources	Orientation to DSDA private website
9/30/15	Marketing Your Business	8:00	Opening Remarks	
		8:45	Marketing Plan	Develop a consistent, targeted marketing plan
		9:45	Present your Value Proposition	Present your Value Proposition
		10:45	<i>Break</i>	
		11:00	Financial Statements	Brief Introduction to Profit & Loss Statement, Balance Sheet, Statement of Cash Flow and how they relate to each other
		12:00	<i>Working Lunch</i>	
10/7/15	Planning for Success	8:00	Opening Remarks	
		8:15	Monitoring Business Health	Brief Introduction to Profit & Loss Statement, Balance Sheet, Statement of Cash Flow and how they relate to each other
		9:00	Cash Flow Analysis	Net Present Value and Internal Rate of Return to evaluate projects, longer term bids, enterprise valuation
		10:00	<i>Break</i>	
		10:15	Winning Contracts	What are your customers really asking for, and can you supply it?
		11:30	Present your Value Proposition	Present your Value Proposition
		12:00	<i>Working Lunch</i>	
10/14/15	Contingency Planning	8:00	Opening Remarks	
		8:15	Risk Management	How risk affects your business.
		11:15	<i>Break</i>	
		11:30	Elevator Speeches	An Elevator speech is a targeted extract of your Value Proposition
		12:00	<i>Working Lunch</i>	
10/21/15	Negotiating for success	8:00	Opening Remarks	
		8:15	Negotiation	Negotiating a contract
		9:15	<i>Break</i>	
		9:30	Business Funding	Funding tools and lending environment
		11:00	Present your Elevator Speech	Present your Elevator Speech
		12:00	<i>Working Lunch</i>	
10/28/15	Presenting your Business Plan	8:00	Opening Remarks	
		8:15	Present your business	Academy Participant presentations
		10:45	<i>Break</i>	
		11:00	Program Feedback	Provide feedback to the DSDA
		12:00	<i>Working Lunch</i>	