



# River District Association Dream Launch 2022 Bootcamp Schedule



All classes will be held virtually via Zoom; you will be emailed links and any accompanying materials prior to the start date.

## Tuesday, January 18 from 6 PM to 8 PM (Optional for All, Separate Registration)

- Pre-Learning: Excel—Jessica Beebe, Institute for Advanced Learning and Research

## Tuesday, January 25 from 6 PM to 8 PM

- Welcome; Introduction to Small Business Basics & Business Plan Overview

## Tuesday, February 1 from 6 PM to 8 PM

Business Plan Part II, Financial Statements

## Tuesday, February 8 from 6 PM to 8 PM

- Fireside Chat and Q&A, featuring a panel of local entrepreneurs

## Tuesday, February 15 from 6 PM to 8 PM

- Operations, Research & Management
  - Legal

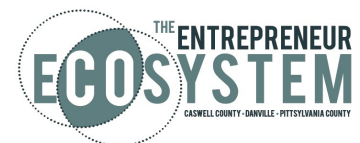
## Tuesday, February 22 from 6 PM to 8 PM

- Marketing Plans
- Brand Development

## Tuesday, March 1 from 6 PM to 8 PM

- Finance Part II, Access to Capital
- Traditional Capital & Business Credit
- Other Types of Capital, Angel Investing & Venture Capital Funding
  - Grants, Incentives, and Kickstarters

Additional classes and information for Pitch Participants listed on reverse.





# RDA Dream Launch Pitch & Danville Pittsylvania Rev-Up Pitch Schedule



## Tuesday, March 8 from 6 PM to 8 PM (Optional for Most, Separate Registration)

- Food & Beverage Workshop *(Required if applying to pitch food/beverage business)*
- Featuring a panel of representatives—Health Dept, Virginia ABC, and Planning & Zoning Dept

## Additional Classes and Information for Pitch Participants

The deadline to choose which pitch competition you plan to participate in is **March 15, 2022**

### Tuesday, March 15 from 6 PM to 8 PM

- F6 Platform Training—How to manage your information in the F6 Platform
  - How to “Pitch” Your Business—Pitch Competition Preparation
  - Regulations—River District, City, and County Planning & Zoning

### Beginning March 15—One on One Deep Dives/Business Plan Review

Participants will make an appointment time with instructors and committee members to review your entire business plan, fine tune your financials, and finalize your business plan. Please note, slide decks are mandatory to pitch; if you have it prepared, you will also be given feedback on this.

### Beginning April 6—One on One Pitch Practice

Participants will make an appointment time with instructors and committee members to learn the mechanics of how to pitch and receive feedback on making your pitch stronger

## **DEADLINES TO PITCH YOUR BUSINESS** (You May Only Pitch in One)

### For RDA Dream Launch Pitch:

All Pitch Applications and Documents due by April 5  
Pitch Night is Tuesday, April 19  
Winners will be announced Thursday, May 12

### For Danville Pittsylvania Rev-Up Pitch:

All Pitch Applications and Documents due by April 5  
Pitch Night is Tuesday, April 26  
Winners will be announced Tuesday, May 24

