

WE Mentee Brainstorm Session for Next WE Cohort

Suggestions/Discussion

- Chronological order of Starting a business
 - Monthly Entrepreneurial Business Curriculum
- Decide the type of business
 - DBA/LLC/Nonprofit
- Social Media: 2-3 part session tailored to business type (Hire Renee & Kristi G.)
 - Beginners
 - Intermediate
 - Advance
- 1st meeting: speed dating (elevator pitch) get to know each other
 - Toastmasters type, could give templates as homework then do as a group.
- Do chamber mixers as a group or setup one of us.
 - Have a group go to the chambers mixers or start one on our own.
- Have mentees give presentations on their skill set.
 - Give workshops (product photography, vender shows, self care)
- CPA was great but more
 - Learn more about write offs, money tracking, which program to choose
- Set up bank benefits
- Copyright, trademarks, logo patents
 - legal/ branding
- How to write contracts and MOUs
 - Legal with lawyer session
- Include original mentees in next year

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- Being able to continue education for business owners that want to know more as well as being mentors to the mentees
- Add a customer service session
- Women's Retreat hire women owned businesses whether its within or not to showcase their products and services to use.
- Real Estate with leasing &/or Brick and mortar
 - Legal/ Real estate to find affordable locations as well as incubator offices/ conferences.

Highlights

- Poll group for sessions
 - Cohort the survey on interest or do a poll in enough time to see if the session is good to go or not. Have a back up speaker if response is not going to be useful for most business owners.
- Experience from other business owners
 - For business owners who are currently in the group that ran their business for X amount of years to give their insight and what they could have done differently.
- Website building/SEO sessions
- Rising Tides Society—> Tuesdays together—> honey book (Its like Square & Quickbooks)
- Business organization session
 - Filing Cabinets, digital record keeping, records needed for CPA, planning ahead, time management.
- Have break out groups
- Attendance
 - Remove and replace inactive memberships that another business owner can take advantage on.
- WE SUMMIT
 - Not during Spring Break week

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- Advertise the event more on Social Media and the local news media because we heard from word of mouth or network events.
- What chamber benefits aside from membership
 - Bring in someone from the chamber to give a better breakdown of our benefits as well as bring some who has benefit from being a small business owner apart from the chamber that grew successfully from it.
- More interaction with ZOOM
 - Better Camera setup
- More hands on activities/ Homework/ Follow up on Homework
 - To stay consistent and build the pipeline to be close to finalizing/ establishing the business.
- Consistency
 - It went from consistent to nothing
 - Every other week or every week meet up all year.

Experience on Sessions

1. Loved speaker.
 1. How is it applicable to our business? P.R later on in the curriculum, press release on the end of member like advertising business on camera, or out of our league.
2. Have multiple sessions, beginners, intermediate and advanced.
 1. Have a social media expert among the group like Renee Johnson or Kristi Gillentine Callaway to do presentation.
3. HR- not applicable to most businesses. Maybe a very short presentation
4. Very useful with Lavonne on loans was great. Want to learn more about credit score on fiscal responsibility and CPA- business accounting on business banking than less loans.
5. Business planning needs to be hands on and early on.

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1. Bring laptops, make 2 part series, give examples plans, have score mentors come in for 1 on 1.
6. Very useful information.
 1. More write offs, money tracking with personal and business and which program