



## **Essentials for Small Business 2018**

July 25<sup>th</sup> 8:00-4:00pm Summit County Community and Senior Center

**Expert Resources:** Sean Gatzen – VP Alpine Bank, David Axelrod – co-founder Broken Compass and Highside Brewery, Amy Kemp – co-founder Elevate CoSpace, Miranda Fisher (Crawford) – General Manager Always Mountain Time, Jack Taylor – serial entrepreneur, Judi LaPoint – Executive Director Summit Chamber, Tony Pestello – founder Ifurnish et al., Jeff McElhatten – co-founder Imagine That, Diana Reznikoff, Healthlinks partner, Aaron Landau – founder EVO3.

Breakfast/ Introductions

Business Start-up Basics – Intro to Business Model Canvas

Breakout sessions:

- Where to Start – Step One
  - Business Model Canvas
- Cost Structure – What will it cost
  - Finances –
- Key Partners – Who will help you
  - Foundations - Business Structure / Founder Issues / How to use an Advisory Board
- Customer Relationship - How do you interact?
  - Networking / leads group,
- Distribution Channels – How do you reach them
  - Marketing
- Key Resources
  - Education
  - Co-Working spaces

Lunch Interview with **Tony Pestello** – owner and founder Ifurnish, imattress, and morespace place  
**Topic:** Lessons learned with starting, growing, expanding a business in the high country.

**What does YOUR Business Model Canvas look like? Can it be strengthened?**

Round Table Sessions

1. Business Plan table
2. Finances Lead, Sean, Alpine Bank
3. Partner/Founder issues - David
4. Marketing - Jeff McElhatten
5. Education/ Co-Working space why is it important?
6. Workplace wellness – Diana Resnikoff

Summary / Recap

4:00 – 5:30 After party – EVO3

Speed Networking – Mountain Careers host - Highside Brewery