

Session #1: Where You Are Now vs. Where You Want to Be

In this Session you will...

- Gain an understanding of the Course Structure and Curriculum
- Learn about the basic components of a Business Plan
- Understand why it is valuable to write a Business Plan
- Understand how to "take stock of your resources"
- Understand how to compile and read a Balance Sheet
- Understand how to write a Business Description
- Understand the benefits of Vision & Mission Statements

After this Session, you should be able to write . . .

- Your Vision and Mission Statements
- Your Business Description

9:00 - 9:15 AM	Basic Introductions <ul style="list-style-type: none">● Around the Room and the KVCC Facility● Overall Learning Goals for this Course● Course Schedule & Structure: Lecture + Guest Speakers + Activities
9:15 - 9:45	The What, When & Why of Business Plans (<i>Backcasting</i>) <ul style="list-style-type: none">● Where You Are● Where You Want to Go● Identify the Major Gaps between the two● How to get to Where You Want to Go● Why a Business Plan Basic Components of a Business Plan <ul style="list-style-type: none">● Executive Summary● Mission & Vision Statement● Business Description & Legal Structure of Business, Ownership, etc.● Goals & Objectives● Production/Operations Section● Marketing Section● Personnel Section● Financial Statements

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 Wednesday, December 12, 2018 – Kennebec Valley Community College

9:45 - 10:30	Creating a Vision Statement <ul style="list-style-type: none"> ● What it is and why it's important
10:15- 10:30	Break
10:30- 12:30	From Photos to Vision: Group Activity
12:30-1	Lunch
1 - 1:30	Taking Stock of Your Farm Resources <ul style="list-style-type: none"> ● The Balance Sheet (Business and Personal) ● "Off Balance Sheet" Assets ● Operator Knowledge & Skills ● Legal Incorporation ● Soils & Other Natural Resource Assets ● Customers & Brand ● Writing a Business Description
1:30- 3:30	Balancing business and personal growth to achieve your "Quality of Life" vision. (Abby Sadaukas)
Next Steps	Readings: NxLevel Chapter 1; Chapter 2, pages 1 through 13; Chapter 3, pages 1-8; Chapter 10, pages 10-15 Write: Mission statement, vision statement, business description Spreadsheet: Setting Goals, Balance Sheet, Equipment, Loans

