



# Start:ME

Kickoff Session  
Session One

# Start:ME session objectives

- 1 Meet the entrepreneurs, Start:ME team, mentors, and alumni
- 2 Review expectations
- 2 Set SMART goals
- 2 Meet mentors



# Who is an entrepreneur?

- **Turn ideas** into something customers want and are willing to pay for
- **See opportunity** where others don't
- **Solve problems** for customers
- **Take risks and commit** whatever it takes
- **Start small**, but think big
- **Attract others** to their team
- **Fail often** and are resilient



# Your commitments to this room

- Actively work your business
- Manage time effectively
- Be a team player
- Uphold strong personal standards
- Leverage mentors *and* entrepreneurs
- Remain engaged after the program

***Your tuition is your time***



# Start:ME's commitments to you

- Share our business knowledge and tools
- Connect you to resources, institutions, and individuals in our networks
- Promote you and your business
- Invite and encourage you to stay connected beyond the 14 sessions

***Your success is our success***



# Accelerated Moments

Accelerated Moments demonstrate being ***All In***

- Achieving or progressing towards a goal
- Business milestones
- Sharing a challenge or setback
- Interviewing a competitor, customer, or fellow entrepreneur



# SMART goals guide your journey

**S**pecific

**M**easurable

**A**ttainable

**R**elevant

**T**ime-bound



# An example to get you thinking

Say I want to drive sales at my bakery



**I want to sell more stuff.**



I want to grow sales to \$5,000.



**I want to sell 500 cupcakes every month for the next 3 months to reach \$5,000 in sales.**





# Your three assignments this week

- 1 Finalize three SMART goals
- 2 Read glossary of business terms
- 3 Review the entrepreneur and mentor roster

*optional*

Time management assessment

