

StartUp to ScaleUp Program Agenda
July 23rd & 24th, 2021



Friday, July 23, 2021

6:00 pm to 8:30 pm
Location – Trinidad

Welcome Session and Introduction
(Light snacks and beverages served)

Saturday, July 24, 2021

8:00 am to 9:00am
Location - Trinidad

Breakfast & Introduction
Program introduction
Program expectations
Small group participant introductions
Professor introductions & participant expectations *Exercise: let's rate an example!*

9:00 am to 9:15am
Location - Trinidad

Foundational Facts
Grow vs. Scale
Community & Global Impact
Why this matters

9:15 am to 10:00 am
Location - Trinidad

Are You Ready to Scale?
6 key considerations
Questions to ask
Exercise: rate your venture!

10:00 am to 10:05 am

Break

10:05 am to 11:00 am
Location - Trinidad

Tactics to Fill the Gaps
6 key elements again—with tactics to improve Examples

11:00am to 12:00pm
Location - Trinidad

Growth Strategies
Key strategies
Strategic alliances
Exercise: map to your venture

12:00 to 12:15
Location - Trinidad

Lunch/Break
Lunch and panel preparation

12:15 am to 1:00 pm

Location - Trinidad

Panel Discussion: Local Entrepreneurs

1:00 pm to 1:05 pm

Location - Trinidad

Break

1:05 pm to 1:50 pm

Location - Trinidad

Managing Growth

Transition from startup to Scaleup
Steps required and proper management
Let's talk culture

1:50 pm to 2:20 pm

Location - Trinidad

Scaleup Finance & Funding

Framework, foundation of ready to scale
3 levers you can pull
Exercise: back of the napkin – how much \$ needed to scale?

2:20 pm to 2:30 pm

Location - Trinidad

Break

2:30 pm to 3:30 pm

Location - Trinidad

Scaleup Marketing

Key tactics for scaleup marketing
Difference between startup and scaleup marketing
Exercise: Empathy Map

3:30 pm to 3:45 pm

Location - Trinidad

Wrap Up

Immediate next steps & questions
Main takeaways from the day
Resources for moving forward

Certificate Ceremony and Regional Support Programs – Wally Wallace / Professor Erick Mueller / Professor Visda Carson

Venue Locations:

July 23rd: ArtCartopia

*2702 Freedom Rd.
Trinidad, CO 81082*

July 24th: Main St. Live

*131 W Main St.
Trinidad, CO 81082*

Directions:

Location Parking Information -