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Create Campaign, Inc.
 Activating urban entrepreneurs
 in the Midwest to **launch,**
innovate and **grow.**

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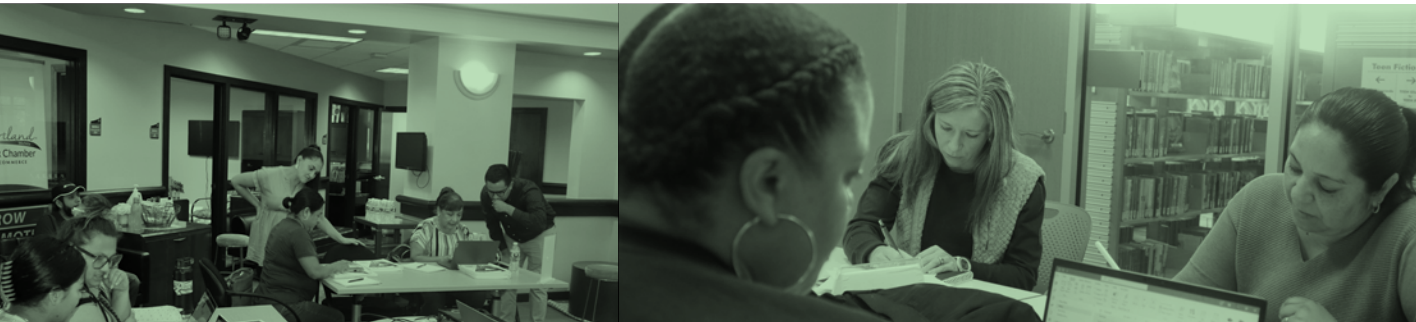
Create Campaign's curriculum development is entrepreneur-centered. The organization emphasizes creating interactive learning experiences to deliver business-building concepts in welcoming environments. Participant input helps to determine the courses and materials that are created.

Curriculum is multi-sourced, data-rich and developed with cultural relevancy and business best practices in mind. The curriculum team has extensive research and development experience having written curriculum for America's Small Business Development Centers, governmental agencies, corporate institutions and school districts.



PROGRAMMING MENU

PACKAGED WORKSHOP-STYLE TRAININGS



PROGRAMMING GEARED TO PRE-VENTURE ENTREPRENEURS AND START-UPS

Inspiration to Launch and Grow

of Hours: 1.5
Program Summary: This is a beginner-level course that focuses on transitioning participants' general interest in entrepreneurship to understanding specific components needed to launch a company.
Course Objectives: Participants assess their motivation for launching a company while examining the market potential for their service, innovation or product. Financial planning and basic marketing principles are also covered.
Course Resources: PowerPoint, handout

How To: Write a Business Plan
of Hours: 2
Program Summary: This is a beginner-level course that provides an overview of the business plan document and offers recommendations for crafting such a document.
Course Objectives: Participants learn more about creating a business plan to understand how the document helps guide company launches and growth.
Course Resources: PowerPoint, business model canvass, business plan template, training video available

How To: Create a Financial Plan for your Business
of Hours: 2
Program Summary: This is a beginner-level course that provides basic business financial concepts for participants.
Course Objectives: Participants will gain an understanding of basic financial terms, concepts and documents used to capture their business financial activity.
Course Resources: PowerPoint, training video available

How To: Create a Marketing Plan for your Business
of Hours: 2
Program Summary: This is a beginner-level course that provides strategies for creating an effective company marketing plan.
Course Objectives: Participants will learn ways to develop goal-oriented marketing approaches that motivate client behavior and impact business goals. They are familiarized with the sales funnel and various marketing channels, highlighting social media platforms.
Course Resources: PowerPoint, handout, training video available

How To: Hire Help for Your Company

of Hours: 2

Program Summary: This is an intermediate-level course to offer insight on hiring and establishing positive company culture.

Course Objectives: Participants will gain insight on how to assess when they're ready to hire. Best practices for creating and advertising a job position, interviewing techniques, employment law and developing a positive work culture are also covered.

Course Resources: PowerPoint, handout, training video available

Goal-Setting and Planning

of Hours: 1.5

Program Summary: This is an intermediate-level course that prompts participants to set goals and strengthen their strategic planning.

Course Objectives: Participants will identify key data points for how their company develops targeted goals and strategies by analyzing their company's operations and processes checking for efficiencies, inefficiencies and success metrics.

Course Resources: PowerPoint, handout



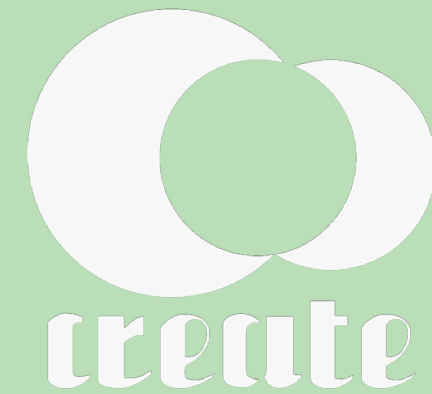
Optimizing Your Business in Uncertain Times

of Hours: 2

Program Summary: This is an intermediate-level course focuses on pivoting and refining business practices in the face of the COVID-19 pandemic.

Course Objectives: Participants will explore strategies to optimize and refine their company strategies. Pivot possibilities, shifts and innovative opportunities are also examined so participants can course-correct as needed to continue successfully operating in difficult economic times.

Course Resources: PowerPoint, handout



INTERACTIVE TRAINING EXPERIENCES

SPARK COMMUNITY BUSINESS ACADEMY

Spark Community Business Academy

of Hours: 60+ over 12 weeks

Cost: \$250

Program Summary: Spark provides hands-on business training in planning, financials and management with curriculum and coaching tailored to minority entrepreneurs. This 12-week program is designed for new and growing businesses or for people who have a clear for profit business idea. Spark cohorts are approved by Create Campaign, Inc. and require a financial commitment from partner sites.

Course Objectives: For entrepreneurs to develop a blueprint for success specific to their business.

Course Resources: PowerPoints, video library, learning management platform, one-on-one mentoring, one-on-one coaching, access to an alumni network of entrepreneurs, and connections to professional resources

Success Sprints

of Hours: varies

Cost: Initial sprints are free to Spark Community Business Academy graduates

Program Summary: Spark graduates are paired with coaches to work through a business challenge over the course of 60 days.



SPARK

A La Carte Kitchen Incubator

of Hours: Varies

Cost: Varies

Program Summary: A La Carte Kitchen Incubator is located at Boston Park Recreational Center, 6655 E. Zimmerly, Wichita, KS 67207, and is a shared commercial kitchen featuring hot and cold secure storage, coworking offices and a training and event center. A La Carte participants work through a three-module entrepreneurial education series geared to food entrepreneurs to gain access to the center through short-term memberships.

A LA CARTE

PROGRAMMING GEARED TO UPSTART AND ESTABLISHED CONTRACTOR COMPANIES (I.E. PAINTERS, LAWNCARE, CONSTRUCTION, ETC.)

Professionalism and Brand Management

of Hours: 2

Program Summary: This Prosper Community Contractor Collective course covers the skills and competencies needed to demonstrate and express company's skills and areas of expertise.

Course Objectives: Participants work through a competency wheel, create an adaptable elevator pitch and explore workflow management, project management and brand-strengthening strategies.

sales funnel and various marketing channels, highlighting social media platforms.

Course Resources: Prezi, capabilities statement handout

Business Strategy and Planning

of Hours: 2

Program Summary: This Prosper Community Contractor Collective course covers strategic planning.

Course Objectives: Participants will be exposed to strategies to forecast and plan growth and development. Interactive activities will include walking through the supplier registration process and creating a one-sheet quick reference sheet detailing their company's supplier registration information.

Course Resources: Prezi, handouts

Understanding the Proposal Process

of Hours: 2

Program Summary: This Prosper Community Contractor Collective course covers the RFP/RFQ process for procurement contracts.

Course Objectives: This session will provide participants with a high-level overview of how to navigate the proposal process. Participants will learn how to create a successful cover letter and will learn specific strategies to master all parts of proposal writing. Interactive activities will focus on developing a pricing sheet.

Course Resources: Prezi, handouts



GROW

Participants must meet program criteria, which includes: being an existing business, demonstrating evidence of work performed, being licensed/insured and agreeing to program requirements.

INTERACTIVE TRAINING EXPERIENCES

Success Circles

of Hours: 2

Business development focus: varies

Event Summary: Evening-based mentor-based roundtable focused on a particular business-development topics. This format allows local entrepreneurs, leaders, speakers, etc. to present concepts in the format of a keynote presentation, Q&A and/or fireside chat.

Let's Create Workshop Series

of Hours: 12

Business development focus: varies

Event Summary: A four to eight-week course held in 1.5 hour sessions on business topics including: business planning, business financials, strategy, marketing, sales, networking and more. Topics are selected and planned in collaboration with Create Campaign and requesting organizations.

Create Campaign Forum

of Hours: 5

Business development focus: varies

Event Summary: A half-day business development forum focusing on a number of topics and presented through keynote speeches, workshops, interactive panels and with resource booths.

Hispanic Heritage Business Forum

of Hours: 5

Business development focus: varies

Event Summary: A half-day business development forum, delivered completely in Spanish, focusing on a number of topics and presented through keynote speeches, workshops, interactive panels and with resource booths.



INNOVATE

PROGRAMMING GEARED TO PRE-VENTURE, START-UPS AND ESTABLISHED BUSINESSES

INTERACTIVE TRAINING EXPERIENCES

BizBrunch

of Hours: 2.5

Business development focus: sales, lead-generation

Event Summary: A lead generation and networking event for established businesses. The agenda features a keynote presenter and industry-alike table seatings for networking purposes.

Urban Business Expo

of Hours: 4.5

Business development focus: marketing, sales

Event Summary: A fast-paced marketing workshop, tradeshow and pitch competition. Participants hear from a local marketing expert, set-up a table display that members of the public interact with and rate according to presentation, pitch, etc. The three top-rated companies advance to a pitch competition featuring an expert panel of guest judges.

Multicultural Business Mentoring Network

of Hours: 8

Business development focus: varies

Summary: A two-month, cohort-based mentoring experience where participants are paired with industry-alike experts to work on a business challenge. The mentor matches connect twice monthly for up to two hours for two months.

Prosper Community Contractor Collective

of Hours: 8

Business development focus: supplier diversity, contractor preparedness

Event Summary: Four evening-based, two-hour trainings for minority-based contractor firms to undergo training and interactive activities to help strengthen their ability to compete in contracting environments. As budget allows, graduates of the collective are awarded contracts to perform exterior home improvement and property improvement projects in low-to-moderate neighborhoods at no cost to homeowners.

PROGRAMMING GEARED TO UPSTARTS AND ESTABLISHED BUSINESSES