



MI-CAN Cohort Schedule

FALL 2023

Week 1	MI-CAN Kick-off Meeting & How SBIR Translates to MI-CAN Training
Week 2	Successfully Navigating Bias, Barriers, & Bureaucracy
Week 3	Entrepreneurial Readiness & Preparing your Pitch Deck
Week 4	Customer Discovery and Journey Mapping & Developing Your Value Proposition and Messaging
Week 5	Market Research and Competitive Analysis & Overcoming Your Fear of Failing and Taking Risks
Week 6	Mapping Out Your Buyer Journey
Week 7	One-on-One Pitch Practice
Week 8	SBIR Pitch Competition

Cohort Schedule:

Webinars are on Monday's and Thursday's and run 12:00 am -1:30 p.m.

Week 1

September 25, 2023

MI-CAN Kick-Off meeting

Join this live session and learn more about what to expect from MI-CAN program. Meet the BBCetc team, MI-CAN partners, and fellow MI-CAN applicants. Plan on sharing your camera and introducing yourself to the team.

September 28, 2023

Preparing for SBIR/STTR

This session tie's together what you're going to learn in bootcamp to what you have to do to prepare and write your SBIR/STTR. All of the things you will learn are necessary elements of a competitive SBIR proposal, and this shows you where within the SBIR process and proposal writing that you'll address these things.

Week 2

October 2, 2023

Successfully Navigating Bias, Barriers, & Bureaucracy, part 1

Historic racial, gender, and economic disparities prevent all entrepreneurs from accessing the information and resources they need to equitably participate in the economy and to grow wealth. This two-part program is designed to help entrepreneurs successfully navigate personal biases, systemic barriers, and institutional bureaucracy that can serve as obstacles along the journey to launch and grow their business(es). This unique training will give aspiring and existing entrepreneurs an uncommon peek behind the curtain to help them gain an understanding of the priorities, protocols, and practices of the organizations and institutions that make up the human and structural ecosystem which entrepreneurs must traverse. Along the way, we'll provide insights, strategies, and tips to leverage that ecosystem to build key relationships, gain champions, and follow the most effective path to find the knowledge and resources to reach your entrepreneurial goals with the least amount of friction.

October 5, 2023

Successfully Navigating Bias, Barriers, & Bureaucracy, part 2

Week 3

October 9, 2023

Entrepreneurial Readiness

Being your own boss is an exciting idea, but self-employment isn't for everyone. If you're starting a business, you'll want to consider whether you're suited for it, both personally and professionally. In this webinar, we will touch on areas to help you determine your entrepreneurial readiness. This includes evaluating if this is the right time to start a business, if you have the freedom, flexibility, and resources to get started. As well as evaluating your health and stamina, along with balancing family and business obligations, and much more.

October 12, 2023

Preparing your Pitch Deck/How to Present Your Pitch

Presentation on how to prepare your MI-CAN pitch, including what information to cover, how to structure it and what investors are really thinking and asking about when reviewing a pitch.

Week 4

October 16, 2023

Customer Discovery and Journey Mapping

Customer Discovery, why it is important, how to identify your customer and their needs so you can build the right product or service for them, defining assumptions, developing a problem statement and a solution. Also will review ecosystem resources that can help you get the information you need.

Week 5

October 23, 2023

Developing Your Value Proposition and Messaging

Guided workshop on using customer insight to develop your product's unique value proposition and key marketing and sales messaging, including framing your customers' problems and benefits as a result of your solution.

October 26, 2023

Market Research and Competitive Analysis

Presentation on why secondary research is vital to a start-up's success, how to design an effective research process, what information you should be looking for and ways to the data you need.

Week 6

October 30, 2023

Overcoming Your Fear of Failing and Taking Risks

Fear of Failure and Taking Risks that could result in failure plague many new startup ideas. But failure is quite different in different contexts. Failure is highly probable in doing a startup, 1 in 10 do fail or go out of business in the long run. Nelson Mandela once said, "I never lose. I either win or I learn." I consider these among a select group of words I live by. This is very true for the entrepreneur, who must take a risk and try to make a business if they are to have a large-scale impact with their idea. Many times, an idea might find its way through multiple startups until it finally has the right people and market window to succeed. This presentation session will cover how to take steps in the right direction, set goals and surround yourself with the right people as a means to overcoming your fears to move your startup idea forward.

November 2, 2023

Mapping Out Your Buyer Journey

How to design your commercialization strategy, including identifying your buyer and target markets, defining your customer's purchasing processes, and creating strategies and messaging to attract and sell to clients.

Week 7

Week of November 6

One-on-One Pitch Practice Sessions

Week 8

November 16, 2023

5:00 p.m. - 7:30 p.m.

SBIR Pitch Competition