Start-Up Entrepreneurial Track

Four high-impact courses helping entrepreneurs bring a new product or service idea to reality. Though these courses have been developed for start-up businesses, all Ignite attendees are welcome to take each course.

Validating a New Business Idea | Scot Rendall
Aspiring entrepreneurs come up with great ideas for product and services, but how can one tell if the ideas can be converted into a growing and profitable business? This class will discuss approaches to proving out a new business idea and will review cases that have been encountered in IMPACT 307 advising sessions.

Progressing from Idea to Operation - Organizational Essentials for Launched Businesses | Dr. Timothy Donahue
Once a business founder has honed a product or service offering, what can be done to ensure a successful launch? There are many operational considerations to work through, from how to hire, where to source materials, what the production or service call process will look like, how to address customer issues that arise, how to manage risk (insurance, legal), etc. Organizational Essentials will provide tips and tricks for getting things up and running.

Keeping It All Straight and Legal - Bookkeeping Essentials for Your New Venture | Chance Harris
Orders are booked and fulfilled, customers are invoiced, and the cash starts coming in. Many entrepreneurs are not familiar with basic accounting and recordkeeping requirements to track cash flow, understand basic financial statements and performance, and maintain compliance with tax requirements and jurisdictions, including property taxes, sales taxes, and federal income taxes. Bookkeeping Essentials will provide advice on how to create a basic set of books, track assets and liabilities, and accurately process transactions so that the business can account for its success.

Creating an E-Commerce Platform as an Essential Product Sales Strategy | Caleb Bradley
Sales of products sourced online dramatically increased during the height of the Covid-19 pandemic. It’s a trend that was already happening and then accelerated during the past year. Start-up entrepreneurs with product offerings need to consider developing an online presence as one key sales and marketing strategy. This course will review how to approach online selling, what the e-commerce platform options are, and how to create an online presence that will entice customers to make buying decisions.

START-UP TRACK PRESENTERS

Caleb Bradley | Bighorn Web Solutions LLC
Caleb brings valuable experience, having been a Tech Startup CTO with over $5 million dollars funded, gone through a major tech merger and acquisition, led the new technology development and adoption for Fortune 100 companies, and started several businesses himself to name a few. He has spent the last decade in the eCommerce technology and web development space. His company focuses primarily on enterprise grade eCommerce development and application integrations.

Dr. Timothy Donahue | Adjunct Professor, Business, Sheridan College
Dr. Timothy Donahue is a trainer and consultant bringing academic and practical business experience to his sessions. As the former State Director for the Minnesota Small Business Development Centers (SBDC), he has worked with the profit and non-profit sectors. He has provided consulting, training, and leadership in the areas of strategic management, marketing, customer service, sales training, human relations, and business development.

Scot Rendall | Impact 307
Scot is the Director of IMPACT 307, Sheridan’s start-up business incubator. In this role, he advises entrepreneurs and early-stage companies on business planning and how to increase the chances of success in their ventures. Prior to this role, Scot held various financial and accounting roles for a wide variety of companies, from Fortune 100 tech firms (Intel and HP) to privately held small and mid-sized businesses. Scot holds a degree in economics from UCLA and a master’s in business administration (MBA) from the University of California, Berkeley.

Chance Harris | Harker Mellinger CPAs, LLC
Chance is a Certified Public Accountant and partner at Harker Mellinger CPAs, LLC. He received his Bachelor’s degree from the University of Wyoming and is a Certified Valuation Analyst, which enables him to prepare certified business valuations. Chance and Harker Mellinger CPAs specialize in business advising and consulting, business valuations, tax planning/preparation and providing customized accounting solutions.