Sample AMA Course Outline

*Classes held on Tuesdays and Wednesdays (parentheses indicate business plan homework)*

Week 1: Introduction and Panel of Different Food Businesses  
Intro to Business Plan (Business Model Canvas)

Week 2: Selecting the Right Business Entity and Permits  
Mission/Vision/Values + Food Safety Mini-Lesson #1 (Company Description)

Week 3: Sales Taxes and Home Productions Laws, Permits & Licenses Overview  
Startup Costs and Individual Business Plan Check-Ins (Startup Expense Worksheet)

Week 4: Personal and Business Finance  
Financial Projections + Food Safety Mini-Lesson #2 (Financial Projection Worksheet)

Week 5: Ask a Food Scientist  
Recipe Costing and Group Business Plan Check-In (Menu/Product and Services)

Week 6: Lessons from Food Truck Industry and Tour of Alchemist Kitchen [optional in-person]  
Insurance Considerations + Food Safety Mini-Lesson #3 (Operational Plan)

Week 7: Introduction to Human Resources  
Individual Business Plan Check-Ins (Management and Organization)

Week 8: Marketing and Branding  
Social Media and Food Businesses + Food Safety Mini-Lesson #4 (Marketing Plan)

Week 9: Introduction to Slide Deck and Pitching  
The Importance of Food Safety + Group Business Plan Check-In (Pitch and Slide Decking)

Week 10: Income Tax and Small Business  
Legal Considerations + Food Safety Mini-Lesson #5

Week 11: Local Sourcing [optional in-person]  
Slide Deck and Pitch Practice  
[optional ServSafe Test on Saturday]

Week 12: Graduation Practice  
Sample Swap Celebration [optional in-person]  
[graduation on Friday]

*Subject to change. >83% attendance is required to complete and graduate from AMA. Maximum 4 total missed sessions. All classes held from 6:00-8:00pm.*