

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.