

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 + Permits

Mission/Vision/Values + Food Safety Mini-Lesson #1
(Company Description)

Week 3: Sales Taxes + Home Productions Laws + Permits & Licenses Overview

Startup Costs and Projections + Business Accounting
(Startup Costs and Projections Worksheet)

Week 4: Personal Finance + Access to Capital

Individual Business Plan Check-Ins

Week 5: Ask a Food Scientist

Recipe Costing + Food Safety Mini-Lesson #2 + Group Business Plan Check-In
(Menu/Product and Services)

Week 6: Production on a Commercial Scale + Tour of Alchemist Kitchen [*optional in-person*]

Lessons from the Food Truck Industry + Insurance Considerations
(Operational Plan)

Week 7: Introduction to Human Resources + Food Safety Mini-Lesson #3

Individual Business Plan Check-Ins
(Management and Organization)

Week 8: Marketing and Branding

Social Media and Food Businesses
(Marketing Plan)

Week 9: Introduction to Slide Deck and Pitching + Food Safety Mini-Lesson #4

The Importance of Food Safety + Food Safety Mini-Lesson #5
(Pitch and Slide Decking)

Week 10: Legal Considerations + Group Business Plan Check-In

Local Sourcing [*optional in-person*]

Week 11: Income Tax and Small Business

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.