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.*