



▶ TAKE YOUR BUSINESS TO THE NEXT LEVEL

Scale DSM Business Accelerator Powered by Interise

What It Is: A six-month program centered around practical, case-based peer learning for small businesses in the Greater Des Moines (DSM) region. As a participant, you will attend one session per week and complete the program with business knowledge, management know-how and networks needed to grow your business.



Learn More and Apply

DSMpartnership.com/scaleDSM

The Details

Eligibility Requirements:

- | \$150,000 – \$4 million in annual revenues
- | One other full-time employee besides the owner(s)
- | Been in business for at least two years
- | Willingness and ability to attend class for six months, complete mandatory assignments and complete program surveys as requested

▶ **FREE PROGRAM** ◀
June – December 2024

Sessions will happen every other Tuesday
for **13 sessions** and a graduation.

Contact **Juan Pablo Sanchez**, Director of Inclusive Business Strategies,
at jsanchez@DSMpartnership.com for more information.

Sponsored by

**WELLS
FARGO**

An Initiative of

dm GREATER DES MOINES
PARTNERSHIP

CURRICULUM OVERVIEW

Module 1: Business & Strategic Assessment

Participants will identify and set strategic goals needed to grow their business over the next three years. They also assess their own leadership styles and form CEO Mentoring Groups with whom they will collaborate with throughout the program — and beyond.

Module 2: Finance — Balancing Cash Flow and Bottom Line

With the help of accountants and financial advisors, participants will learn about key financial statements and how financial statements relate to one another. Participants will create “financial dashboards” with key ratios that will allow for effective monitoring and comparison to other industry peers. This module will also prepare participants to communicate current and future financial aspirations both internally and externally and prepare participants to gauge the financial health of their businesses and make effective decisions.

Module 3: Marketing and Sales — Building Profitable Sales

Once participants have a clear understanding of their financials, they begin to identify which products and customers promise to be the most profitable and which markets have the greatest potential for growth.

Module three will help participants better understand their competition, the needs and desires of their customers, and how to effectively reach customers and improve sales.

Module 4: Resources — Getting What You Need to Grow

In this final module, participants will identify the resources — human and financial — needed in order to achieve their growth plans. Participants will learn how to identify and secure key talent, as well as how to secure private and public capital.

Module 5: Putting It All Together

In the last session, participants deliver final presentations of their growth plans to a panel of business experts and their peers.

NOTES:

Sponsored by

An Initiative of

