

## ASU Startup School at the InnovationHub @ GoodyearAZ



### What is ASU Startup School?

ASU Startup School at the InnovationHub @ GoodyearAZ is a series of five **FREE** facilitated workshops serving as a guide to make your ideas happen. Whether you want to start a business, a nonprofit organization or a project, Startup School can help you get there.

The classes are designed to assist you in developing a successful venture by building an entrepreneurial ecosystem to get your ideas into the marketplace. Work session topics in phase one of this series include:

Product & Customer Development • Business Entity Selection • Legal Formation  
Intellectual Property • Fundraising • Business Modeling • Marketing Strategies

### Who should attend?

#### Entrepreneurs and Small Business Owners

Learn to express your ideas with an excellently crafted elevator pitch, complete a Business Model Canvas, build or identify a minimum viable product, and understand the cost and revenue needed to be successful. This proven framework will also teach you how to market your product and/or services effectively to grow your customer base.

For more information contact Darah Mann  
623.882.7958 | [darah.mann@goodyearaz.gov](mailto:darah.mann@goodyearaz.gov)  
[develop.goodyearaz.gov/InnovationHub](http://develop.goodyearaz.gov/InnovationHub)

### 2018 CLASS SCHEDULE

**SATURDAYS | 10 a.m. to Noon**

January 13  
January 27  
February 10  
February 24  
March 10

**RSVP before January 8**  
to register log on to  
[develop.goodyearaz.com](http://develop.goodyearaz.com)

(click on Business Resources/InnovationHub)

*Class size limited to first 25 people to RSVP*



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**INNOVATION**hub  
@ goodyearaz



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14455 W. Van Buren Street, Suite C102  
Goodyear, AZ 85338