

Retail Ready Bootcamp

For emerging businesses who are considering a leasing commercial space as their next growth opportunity.



COMMITMENT

- Once a week for 12 weeks
- 3 hour live, evening Zoom classes
- \$350 Entry Commitment - Returned when business completes the Bootcamp

QUALIFICATIONS

- Operational for at least 1 year
- Gross Revenues over \$30,000 -P&L required
- Demonstrate some effort in retail expansion



Retail Ready Bootcamp

Created by the Northern Liberties Business Improvement District and lead by experienced instructors from the Community College of Philadelphia, the Bootcamp will include four 3-class modules that will cover:

- Business structure, budgeting, and planning
- Storefront improvements
- Finance: Capital and credit
- Legal, insurance and HR
- Understanding taxes
- Commercial leases: leasing vs. buying

The series provides a solid foundation for businesses at various stages of their development such as:

- Existing storefronts with a reliance on walk-in business
- Digital-first operators considering a brick-and-mortar location
- Kitchen table start ups ready to grow

Participants will leave prepared to tackle an ever-changing, hybrid retail landscape. Their \$350 tuition is refunded when they complete all twelve weeks of classes with a capstone presentation.

Capstone projects are judged and three top participants are selected for:

First Prize

- A three-week pop up in Northern Liberties
- \$1,500 "start-up cash"

Second Prize

- \$1000 in "start-up cash"
- \$300 in Google or Facebook ad credits

Third Prize

\$500 in "start-up cash"

\$100 in Google or Facebook ad credits