

The Outdoor Entrepreneur Mindset: Business Planning, Start-up, and Navigation

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Instructor: Matt Godfrey is the Executive Director of the Outdoor Business Alliance – WNC and the Lead Facilitator of the Waypoint Accelerator.

Workshop Overview

This workshop will explore the entrepreneurial journey and what it takes to start, operate, and grow an outdoor business. Whether starting a business, focusing on strategic planning, or taking your business to the next level, it's critical to understand the entrepreneurial mindset. Outdoor industry experience is not required! If you have a collaborative spirit, a love of the outdoors, and a desire to solve problems, then the potential exists for you to become the next great outdoor entrepreneur. Expect a workshop format that is more “campfire discussion” than lecture.

Workshop Learning Objectives

- Demystify the process of starting and growing your own business
- Evaluate key characteristics and skills of successful outdoor entrepreneurs
- Create a “trail map” for your business idea that outlines vision, mission, value proposition, target market, revenue streams, and expenses
- Learn how to apply the principles of customer discovery and design thinking to test your outdoor business idea
- Explore the legal, financial, and operational aspects of running a business
- Discover a network of entrepreneurial support providers that exist with the sole purpose of helping you launch and grow your business
- Understand the importance of network collaboration for flattening the learning curve and accelerating growth
- Review tools & resources for planning and growing your business

Workshop Outline

Part 1 Route Planning

Topics covered include:

- Getting to know your crew
- Personal assessment – why x 3
- Mission, vision, core values
- Characteristics of a responsible outdoor company
- Lean start-up model
- Legal & financial considerations

Part 2 At the Trailhead

Topics covered include:

- Value proposition and the outdoor customer persona
- Customer discovery

- Design thinking
- Go-to-market strategies
- Don't hike alone – engage with and leverage a network

Part 3 On the Trail

Topics covered include:

- Sales 101 – your business needs to convert paying customers to fuel your journey
- Orienteering – tracking your location on the trail and how to know if you are making progress toward the destination
- Finance and pathways for acquiring capital to grow your business
- The art of the pitch

Part 4 Approaching the Summit

Topics covered include:

- Managing strengths and working with external partners
- Hiring, managing, and retaining staff
- Scaling your business
- Transition planning