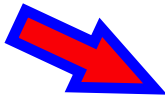**January-February:** Review all documents and tools found in the **Resource Kit** at www.LaunchMyCity.org Complete a simple 2-page Community Needs Assessment.

March: Assemble your team of Community Partners and assign responsibilities so nobody does all the work! Register your domain name. Discuss a proposed timeline.

April – Launch your Launch website – we provide the website template at no charge. See lots of examples at www.LaunchMyCity.org under "Launch Cities". The website allows you to register both applicants and mentors.

May-July: Select curriculum (FastTrac is recommended), identify instructor and training location. Identify your Loan partner and what loans you plan to offer. As the "Launch Plan" suggests, consider using Kiva as your Crowdsource lending partner since they do most of the work and love to work with Rotary Clubs.
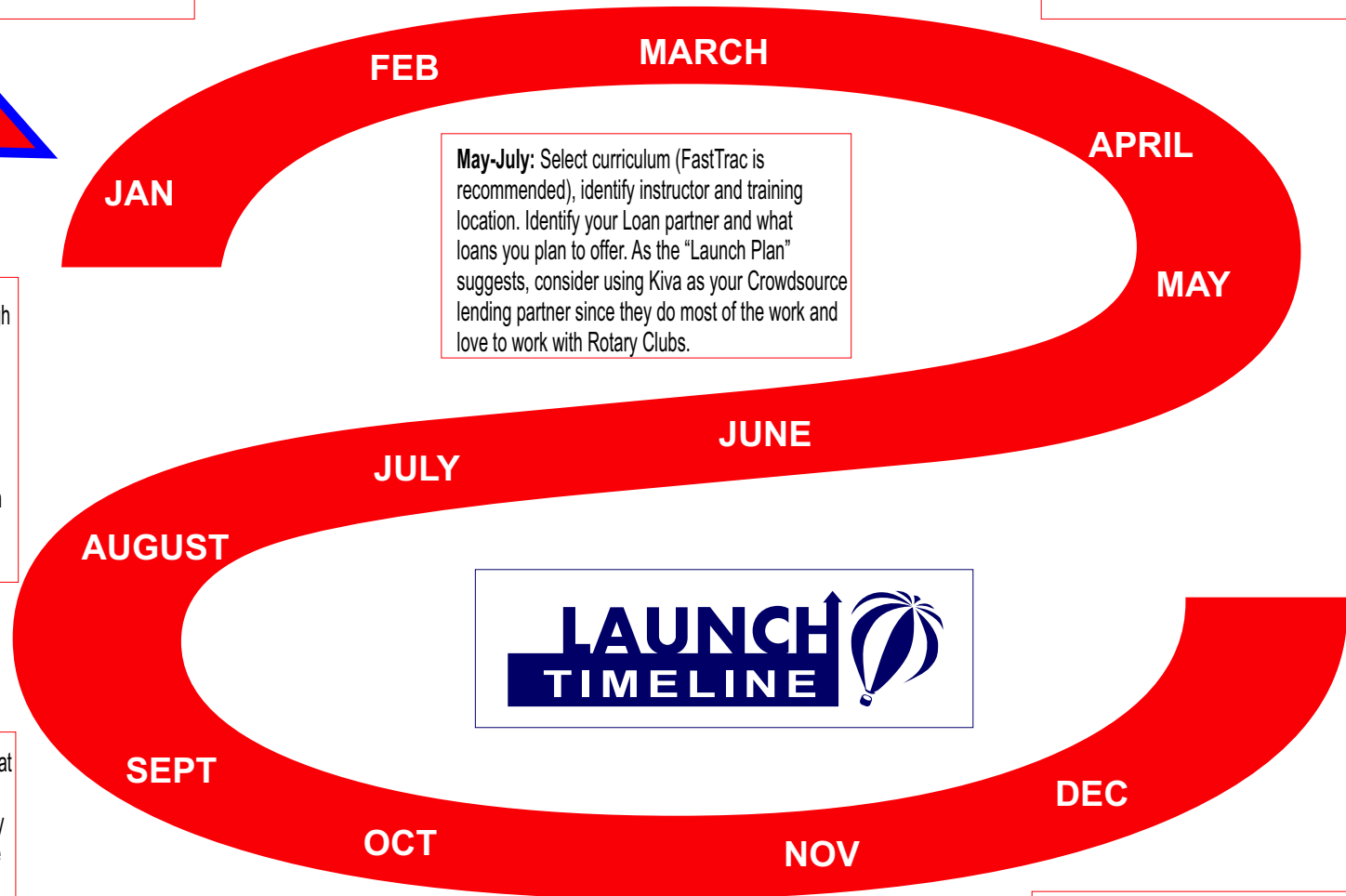
May-August: Begin accepting applications through your website. Promote your program like crazy to raise awareness and increase applications. Use emails, Facebook, Blogposts and Twitter. Print brochures and business cards. Write a Press release and share the message with each of your Launch partners so they can help promote through their networks! Begin soliciting Food donations for weekly class meals. Begin recruiting Mentors.

July - August – Host 4-8 Information Sessions at Libraries, Recreation Centers, Churches, Town Halls, Business Incubators, etc telling everybody about your Launch program! The goal is to raise awareness and get 50-75 applications from entrepreneurs.

August – Interview all qualified applicants with the goal of selecting 10-20 students. A benefit of a larger class is you'll find the students build strong friendships and learn to support one another. Note: Historically we've opted to accept only "for profit" businesses and not to include non-profits because they have unique needs such as their customers generally can't pay and the leader must answer to Board of Directors.

September-November: Gather for 10 consecutive weeks: Week 1 is Orientation. Weeks 2-9 is Class. Week 10 is Graduation. Select and train Mentors.

December: Mentor Match Day. Mentors commit for 6 months meeting ideally every 3-4 weeks. Begin offering Loan options.

JAN FEB MARCH APRIL MAY JUNE JULY AUGUST SEPT OCT NOV DEC

LAUNCH TIMELINE