

# CHESTER

## MASTERMINDS

GROWING BUSINESSES IN CHESTER

# PROGRAM SPONSOR & GUEST BROCHURE

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COHOSTS: JIM MCLAUGHLIN, NASIR YOUNG

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MARCH 2021

*Wednesdays  
5-6PM*



A CMPRadio.Net Program

# PROGRAM SUMMARY

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- **Subject matter**

- A Boot Camp for Rising Entrepreneurs & Intrapreneurs ~Young and Old
- A Learning Community Sharing Our Challenges & Successes
- A Network of Opportunity and Resources

- **Timeslot**

- 5-6 pm Wednesdays (beginning March 31, 2021)

- **Rolling Topics**

- The Business Plan
- Product strategy
- Technology strategy
- Economic analysis
- The innovation process
- Ideation
- Government & Nonprofit small business investment programs
- Networking
- Marketing
- Creativity Techniques

# HOST – JIM MCLAUGHLIN

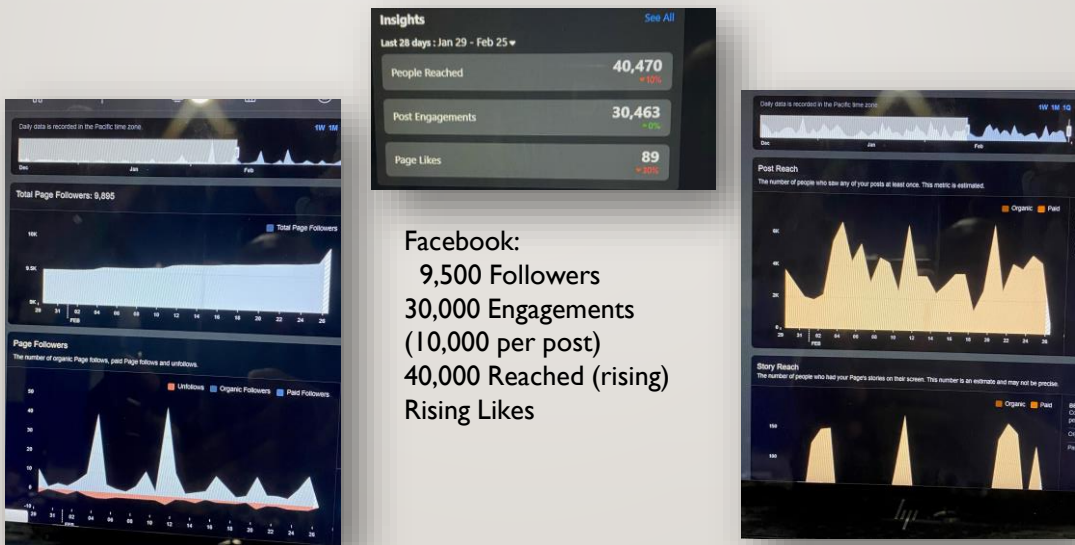
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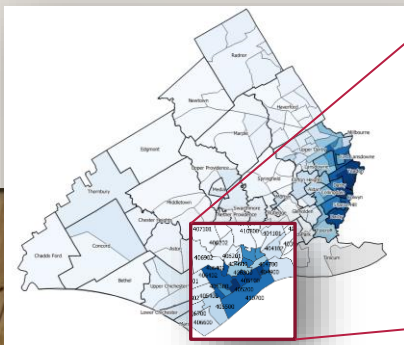
- **Aerospace Engineer & Mathematician**
- **Retired Senior Manager – Boeing**
  - R&D Program Management
  - Innovation Strategy
- **Prior Candidate for State Representative**
- **Consultant to Small Businesses**
  - SBIR and Aerospace R&D opportunity pursuit
  - Program & proposal management
  - Business & product strategy
- **Researcher, Writer, Presenter**
  - Creativity Techniques
  - Innovation Process
  - Entrepreneurship Mentoring

# INFORMATION FOR ADVERTISERS

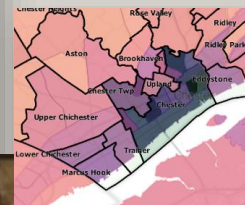
- **Multiple advertising options**
  - <https://www.cmpradio.net/sponsors>
- **Demographics**
  - Targeted local engagement audience in renewing community near large Philadelphia metro area market
  - Seeking opportunities to engage active, self-motivated individuals looking for personal/professional growth
- **Channels**
  - On-air presence (CMPRadio.net)
  - Social media channels (FB, YT, Tw, IG)
  - Website (CMPRadio.net, jimclaughlin.info, targeted site?)
- **Direct opportunity for personal or business marketing & advertising**



Black Population Delaware County



NY Times Unemployment Model





# GUEST INFORMATION

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- **Guest Interests**

- Business leaders seeking opportunities to share lessons learned and engage current & future stakeholders on their value proposition
  - Linked to advertising
- Organizational leaders seeking opportunities to raise awareness, share lessons learned, and engage current & future stakeholders on their issues
- Entrepreneurial development organizations seeking an additional channel for engaging and identifying clients

- **Guest Categories**

- Local business owners
- Youth business builders
- Area entrepreneurial skill development & networking groups
- Small Business Groups (SCORE, SBDC, PTAC)

- Regional/National business owners
- Educators, Researchers
- Community Leaders & Organizers
  - Boys & Girls Club
  - Yes Center
  - Government, Civic, Houses of Worship, Athletics

- **Guest of the Week Discussion Outline**

- Intro, Bio
- Startup Story
- Challenges, Successes, & Advice
- Resources
- Network
- Reflection on the weekly topic
- Q&A
- Personal Messages