

Frequently asked questions about Innova

Q1: Who is eligible to participate in the Innova entrepreneurship program?

A: The program is open to individuals within Greater Houston community who are interested in creating or expanding their small businesses. There are no specific eligibility criteria based on age or educational background.

Q2: How long is the program?

A: The program duration is 12 weeks long and we meet 3 hours every Tuesday between 6-9 PM.

Q3: Is there a cost to participate in the program?

A: The tuition fees for the program are fully covered by MAM. However, participants will be required to contribute a fee of \$50 to cover the cost of training materials. We strive to make the program accessible to all.

Q4: Will I receive a certificate upon completion of the program?

A: Yes, participants who successfully complete the entrepreneurship program will receive a certificate of completion of the training and present the competition pitch and executive profile.

Q5: What support will be provided during the program?

A: Participants will cover a range of vital entrepreneurship topics, including business feasibility, competition analysis, fundraising, marketing and sales strategies, pricing, financial planning, negotiations, market research, profit and loss, bookkeeping basics, budgeting, business planning, operations management, and cash flow management.

Q6: Will there be any opportunities for funding or investment?

A: No, MAM & Community Business Academy does not serve as a funding source for the Innova program. However, we offer a range of other services including:

1. Business Development and Analysis
2. Marketing and Sales Strategies
3. Financial Management and Planning
4. Operations and Growth Strategies
5. Market Research and Decision-Making

Q7: Can I participate if I only have a business idea and haven't started my business yet?

A: For this particular cohort, the program is focused on individuals who have already started their business or have a product or service to work with. The training materials and activities are designed to provide hands-on, experiential learning, and participants learn from each other's real-life business experiences. However, we encourage you to stay connected and look out for future cohorts that may cater specifically to individuals at the idea stage.

Q8: How can I apply for the entrepreneurship program?

A: To apply for the INNOVA program, please visit the [MAM website](#) and scan the Inquiry form QR code. Schedule your info session and fill out the CBA application. You can also contact Innova@mamhouston.org for further assistance.

Q9: Are there any post-program support or follow-up activities?

A: Absolutely! We offer Business Acceleration Services (BAS). INNOVA Graduates will receive specialized programs and support to accelerate their small business growth. These services include one-on-one coaching, networking opportunities, training workshops, and assistance with accessing new markets. Our goal is to provide ongoing support to entrepreneurs, helping them overcome challenges and achieve their business goals effectively.

Q10: Can I participate in the entrepreneurship program while working full-time?

A: While participation in the program will depend on the readiness of your product or service for market launch, we do understand that individuals often have existing commitments. If you have developed a product or service ready for launch, we encourage you to have a plan in place to dedicate a balanced amount of time to work on your small business for its growth and sustainability. The training sessions for the program are held once a week, specifically on Tuesdays between 6-9 PM.