



RBC

RETAIL BOOT CAMP

Turn your retail dream into a real storefront

Applications Close: October 8 at 11:59 PM

TechTown's Retail Boot Camp (RBC)- *Intensive Edition* is a condensed 4-week program for entrepreneurs ready to launch a brick-and-mortar business. Designed for entrepreneurs preparing to open a brick-and-mortar business in Wayne County, the program provides practical training, expert guidance, peer learning, and coaching to strengthen your business model, build capital readiness, identify the right location, and prepare to open and grow with confidence.

WHY APPLY

- **Master the essentials**
Startup costs, leasing, merchandising, and retail operations.
- **Build capital readiness**
Strengthen your business model, pricing, projections, and pitch
- **Learn from the experts**
Peer learning, expert facilitation, and 1:1 coaching
- **Pitch for kickstart awards**
Showcase your business, sell as a vendor, and pitch on stage to win cash awards to boost your retail goals

WHO SHOULD APPLY

Small business owners ready to grow into a brick-and-mortar location with prior/current retail sales history, industry experience, or a well-thought-out plan to launch in Wayne County

COST

- \$0 to apply
- \$199 if accepted
- and you're refunded \$200 after successful completion of the program

THE 4-WEEK

INTENSIVE

Tuesdays | 9:30 AM - 2:30 PM

November 3, 10, 17 & December 1

WHERE

Michigan Works!
Wyandotte Service Center
2121 Biddle Ave
Wyandotte, MI 48192

WHAT YOU LEAVE WITH

- A stronger retail model
- A location and lease strategy
- A capital-ready business story
- A large network to support you

**READY TO TAKE
THE NEXT STEP?**

SCAN TO APPLY
techtowndetroit.org/rbc



The Retail Boot Camp Intensive-edition
is brought to you by:



TechTown
DETROIT