



Focus on Feasibility Training

Date: Wednesday, November 14, 2018

Location: 310 Lloyd-Ricks-Watson, Mississippi State, MS 39762



This is a one-day interactive workshop facilitated by the Agricultural Marketing Resource Center (AgMRC) - Iowa State University Extension. The Focus on Feasibility training staff has conducted more than 100 feasibility studies in the past 10+ years.

This interactive workshop prepares participants for conducting feasibility studies that adheres to USDA Value Added Producer Grant requirements, among others. Feasibility studies are often a requirement for many grants and loan assistant programs that businesses apply for. This training program will provide attendees with the information and resources they need to understand the methodology used to conduct a feasibility study in a useful and efficient manner.

Please consider joining us for our Focus on Feasibility workshop!

Agenda

8:30 – 9:00 am	Sign-In
9:00 - 9:30 am	Introductions and Feasibility Studies: What, When, Where and Why
9:30 - 10:00 am	The Methodology <i>-Presented By: Bob Mortensen</i>
10:00 - 10:30 am	Economic Impact Assessment
10:30 - 10:45 am	Break
10:45 - 11:15 am	Technical Capacity Review <i>-Presented By: Connie Hardy</i>
11:15 - 12:00 pm	Financial Analysis <i>-Presented By: Brian Tapp</i>
12:00 - 1:00 pm	Lunch and Free Time
1:00 - 1:30 pm	Market Study <i>-Presented By: Connie Hardy</i>
1:30 - 2:00 pm	Management Team Review <i>-Presented By: Bob Mortensen</i>
2:00 - 2:30 pm	Case Study – Business Plan Review <i>-Five Teams</i>
2:30 - 2:45 pm	Break
2:45 - 3:30 pm	Case Study – Live Interview
3:30 - 4:30 pm	Best Practices and Closing Remarks and Questions <i>-Presented By: Bob Mortensen</i>

This training is free but pre-registration is required.

For more information or to register, contact:

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