



Small Developer Boot Camp

TBD 2025, 2 consecutive days in-person (12-16 hours) or virtual (4 weeks, 3-hour sessions)

The City will be working with the Local Host Committee and its partners to find sponsors and other funding to hold a boot camp as well as provide for ongoing bi-yearly training events. If you are interested in being a sponsor, please contact gsoos@cityofsacramento.org.

The Small Developer Boot Camp is the core advanced training component of the program and builds off of the foundational training from the Small Development Workshop. The in-person course takes place over the span of two days in-person and 4 weeks virtually and is primarily led by two senior IncDev faculty members plus additional staff support. The Boot Camp offers an applied knowledge curriculum and one-on-one support to participants who have an actual project they are working on throughout the class (either property they control or are evaluating for acquisition).

Participants will work through exercises like building and refining their pro forma, creating an investor proposal package, and drawing out the zoning parameters for their lot. Participants also practice pitching their projects to the group and instructors to get feedback in a supportive environment. By the end of the Boot Camp, participants will have all the components of a pitch package for their project and a to-do list to keep their momentum going.

These sessions are proposed to include the following major sections/elements:

Structuring Your Development Business

This session is going to guide you through the team and the infrastructure you need to set up a small development business that is ready for success.

Topics:

- Personal mortgage vs. LLC
- Legal, accounting, and personal financial statements
- Where do YOU fit in the flywheel?
- Doing the pro forma on your own business

Figuring Out Your Long Game

What gets your flywheel spinning? What are the priorities and tradeoffs you need to have in the short term to achieve your long term goals?

Topics:

- How money flows in and out of a project over 5+ years

- Introduction to multi-year cash flow concepts
- Lifestyle choices for small developers
- Don't work yourself into a corner
- Making friends before you need them

Analyzing a Particular Project

Let's get a napkin sketch site plan and run some numbers on the project.

Topics:

- Is this even legal?
- Does this project make money?
- When to walk away
- How does it fit in the flywheel?

Pitching A Project

You'll need lots of people on-board to bring your project to life. Let's learn how to talk about your work to potential funders, neighbors, city officials, and future tenants. Practice your pitch in our "Dolphin Tank" sessions. (more likely to help you swim to safety than tear you apart)

Topics:

- Pitching to potential funders
- Pitching to people you want on your side
- When to talk to who
- Hiring the right lender, investor, or tenant