



# THE LEAN CANVAS METHOD

## CREATING COMPELLING ENTREPRENEURS

### — THINK BIGGER. SELL MORE. —

The Virginia Main Street Program of the Virginia Department of Housing and Community Development (DHCD), in partnership with RVA Works and communities of the Virginia Main Street network, is hosting a Lean Canvas workshop. The Lean Canvas is a system for examining your business idea and improving your chances for long-term growth. The workshop is recommended for both new and growing businesses.

#### LEARN TO

Refine your idea. Reduce the time to test it.  
Provide more value to customers. Position for long term growth.

#### REGISTER FOR A LOCATION NEAR YOU

- |          |   |
|----------|---|
| Aug. 24  | • Destination Downtown South Boston     |
| Aug. 29  | • Main Street Lexington                 |
| Sept. 6  | • Altavista On Track                    |
| Sept. 13 | • Marion Downtown Revitalization Assoc. |
| Sept. 16 | • Town of Strasburg                     |
| Nov. 23  | • Gloucester Main Street Assoc.         |

The \$25 registration fee includes a boxed lunch. Each session will run from 9 a.m. to 4:30 p.m.

### ABOUT THE SPEAKER

A mentor to hundreds of entrepreneurs, Dale Fickett is president and co-founder of RVA Works, a Virginia nonprofit cultivating entrepreneurs. He has led related research and lectured on entrepreneurship and innovation with the Wharton School at the University of Pennsylvania, Trinity College Dublin, Northwestern University, and VCU. He holds an MBA from Villanova University and a BSBA from LaSalle University.



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