



What you're going to learn

The Boot Camp is a guided tour through the core questions a small developer needs to answer.

Over a series of live and pre-recorded sessions, participants will be taught the IncDev approach. That's the simple, how-to part. The real work of the Boot Camp is up to you. This process is about practicing things you aren't comfortable with and putting in reps with the benefit of a coach. What you get out of the Boot Camp is a direct result of the thoughtfulness and discipline you put in. You'll feel the togetherness of a cohort that wants to build things that give more than they take.

We'll explore these questions over 10-12 hours of instructional time and 7-10 hours of coaching, including at least one hour of one-on-one time with faculty. Instructional and coaching time will be spread over 4-8 weeks depending on the cohort.

What does your community need and what can it support?

- Reading the local market like a farmer, cultivating mutually beneficial tenants
- Estimating and validating potential rental income

How can you finance the project?

- What are the realistic sources of capital available to you?
- When should you work with an equity investor vs. a bank and how?

What are you allowed to build?

- Interpret your local zoning code and draw a site plan
- Practice sketching out your ideas even if you think you can't
- Learn about the process of obtaining special permission for a project

How do you make it attractive, practical, and code compliant?

- Urban design guidelines that will make your building a good neighbor
- Building design guidelines that will save you money and headaches
- Building code thresholds that impact your design and pro forma

Can you make the numbers work on that building program?

- Customize or build your own pro forma in Excel
- Customize or build a multi-year cash flow in Excel to model how the project returns will change over time
- Financial strategies that underpin a neighborhood "farmer"

How can you earn the trust of others who need to support your project?

- Putting yourself in the shoes of neighbors, regulators, investors, lenders, tenants, and more
- Telling the story of your project to different audiences
- Drafting a pitch package that you can take to the bank