Small Developer Boot Camp  
*Deeper, more accessible, online*

Our Boot Camps have traditionally been a two-day experience with IncDev faculty. That was the most practical way for us to deliver the content in person. Even before coronavirus though, we were exploring how an online Boot Camp option could help our alumni.

One obvious advantage is making Boot Camps accessible to more alumni when they need it, not just those who happen to be in the right place at the right time. To our alumni network, we're working on this for all of you from Providence to OKC.

More importantly, we suspect it will be an excellent educational experience. Without the time pressure to cover the full curriculum on a weekend, we can split the lessons over many weeks. You will have the chance to research, practice, iterate, and validate your work between classes. For example, you can replay the multi-year cash flow demo, play around with your numbers, and figure out exactly where you need help *before* you hop on a call with faculty. This makes live time with the cohort and faculty richer, with informed questions and educative answers.

In short, the switch to online gives us the freedom to go deeper in both understanding and relationships.

We know that Zoom is a watery alternative to the human contact we all crave. The silver lining to the online model is that it breaks the barrier of frequent ongoing contact among the cohort and faculty. There will still be small, focused breakout groups and one-on-one coaching. When it is deemed safe to gather again, there will be opportunities for Boot Camp cohorts to meet having already built a mental map of how they can help each other.

We need to rebuild the essentials of strong neighborhoods all across the continent. That means dignified, attainable housing and resilient local business. You may feel called to this work for a million different reasons. We want to pair that motivation with the focus, discipline, and fundamentals to help you build something you're proud of.

We look forward to working with you,

Incremental Development Alliance
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