

Entrepreneurship 101

Start your entrepreneurial journey on the right foot with Entrepreneurship 101. This comprehensive, customizable three-day course teaches the basics of entrepreneurship, covering topics that include:

- Entrepreneurial self-assessment
- Where to find business ideas and how to know if they are good ones
- Developing product ideas and creating value propositions
- Identifying your target market and customers
- The basics of finance, including how to develop solid financial projections and where to find business funding
- Business ownership options, such as sole proprietorships, franchising, and existing business purchases
- Creating a business plan, executive summary, pitch deck, 30-second pitch, and white paper
- How to protect your intellectual property
- The six P's of marketing
- Leveraging social media
- The basics of branding
- Launching a business and keeping it moving
- Being an entrepreneurial leader

Course Outline

Session One: Course Overview

Session Two: What It Takes to Make It
Pre-Assignment Review
Traits of an Entrepreneur

Session Three: Resources to Consider

Session Four: Laying the Groundwork
Finding Business Ideas
Considering the Options, Part One
Outlining Your Ideas
Considering the Options, Part Two
Assessing Your Ideas
Considering the Options, Part Three
Evaluating Your Capacity for Risk

Session Five: Building On Your Business Idea

Developing Your Product Idea
Making Connections
Identifying Your Target Market and Customers
Developing Your Value Proposition
Creating Financial Projections

Session Six: Business Ownership Options
Types of Business Ownership
Purchasing a Franchise
Purchasing an Existing Business

Session Seven: Key Documents to Prepare
Business Plan
Executive Summary
Pitch Deck
30-Second Pitch
Practicing the Pitch
White Papers

Session Eight: Gathering Funding
The Basics of Financial Statements
Brainstorming Solutions
Funding Options

Session Nine: Developing Your Product
The Steps of Product Development
Protecting Your Intellectual Property

Session Ten: Creating a Sales and Marketing Strategy

Introduction to Marketing
Stage One: Consumer and Market Analysis
Stage Two: Analyzing the Competition and Yourself
Stage Three: Analyzing Distribution Channels
Stage Four: Creating a Marketing Plan
Making Connections
Stages Five and Six: Implement, Evaluate, Review, and Revise
Leveraging Social Media
Building Your Sales Force

Session Eleven: Branding 101

What Branding Is All About
Developing Your Brand Name
Developing a Slogan
Types of Logos
Getting Creative

Session Twelve: Setting Up Your Office

Choosing a Location

The Pros and Cons of Home-Based Businesses

Session Thirteen: Launching the Business

Getting Off the Ground
Setting Up Your Organizational Chart
Recruiting and Engaging the Right People

Session Fourteen: Keeping the Business Moving

Keeping Track of Your Business
Growing Your Business
Don't Give Up!

Session Fifteen: Being an Entrepreneurial Leader

Michael Gerber's Three Perspectives
Case Study

Session Sixteen: Bringing It All Together

Recommended Reading List
Post-Course Assessment