

# 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