

Launch Program Syllabus for Holly Springs 2021

<u>Week</u>	<u>Major Topic</u>	<u>Key Cohort Member Actions/Class Topics</u>
1	The Entrepreneurial Lifestyle	Business Vision and Mission Statement (1) Live Plan Review Entrepreneurial Characteristics (2) Personal Skills Assessment(3) Homework: Live Plan - Plan Post 1,2,3, FB Page - Post 1 Binder - Add 1, 2, 3
2	Value Proposition Building Your Pitch	Define Problem Being Solved Business Value Proposition (How Solving the Problem) 30 Second Commercial Homework: Read - Live Plan Quick Answers (Pitch vs. Plan) Live Plan -Pitch - Complete Our Opportunity (Company Name, Headline, Problem Worth Solving/Ypur Solution) FB: Post 30 Second Commercial Binder - Add 30 Second Commercial
3	Market Research Market Segmentation	Identify Largest Current/Potential Customer Segments (Priorization) Primary & Secondary Market Research Purpose and Limitations Potential Competitors/Analysis Business Structure Options Homework: Live Plan - Complete Target Market, Competitive Landscape, Funding Needed (Estimate) FB: Post Purpose and Limitation, Market Segments Binder: Add Purpose and Limitation & Market Segmentation
4	Target Customer Pricing Strategy	Describe Your Ideal Customer Define Your Pricing Strategy vs. Market Objective Resources 3 Key Success Factors Time Management Homework: Live Plan - Pitch - Complete Sales Channels FB: Post Market Segmentation - Pricing/3 Key Success Factors Binder: Add Market Segmentation-Pricing & Ideal Customer Description Features and Benefits (Optional)
5	Marketing Your Business	Marketing Your Business Basics Branding 4 Part Marketing Plan Social Media Options KPI's Your Team/Key Roles & Partners Homework: Live Plan - Pitch - Add Marketing Activities, Partners, and Roles Pitch - Complete Team and Key Roles FB: Post 4 Part Marketing Plan & KPI's Binder: Add 4 Part Marketing Plan Add Team/Key Roles Add KPI's

6	Introduction to Financials	<p>Basic Financial Terms/Application Startup Costs Working On Your Business - Initial Discussion Initial Revenue Projection (Watch Demo on Live Plan) Homework: Live Plan - Forecast - Add Revenue (Several Generators) Binder: Add Revenue Projection</p>
7	Financials (cont.)	<p>Terms/Examples- Direct Costs (COGS+ Direct Labor), Expenses, Income Statement, Balance Sheet Operating Costs Expenses KPI's - Definition & Usage; Your Metrics Funding Your Business Strategy Tree Homework: Live Plan - Forecasting Tab - Add Direct Costs, Personnel, Other Expenses - Forecasting Tab Review Initial Income Statement FB: Post Key Metrics and Strategy Tree Binder: Add Initial Income Statement, Key Metrics, and Strategy Tree</p>
8	Financials (cont.)	<p>Develop Initial Income Statement/Review Cash Flow & Balance Sheet Goals and Milestones Resources/Intellectual Property Homework: Live Plan - Forecasting Tab - Complete Income Statement, Cash Flow, Balance Sheet Live Plan - Pitch Tab - Complete Financial Section, Milestones, and Resources Sections FB: Post Strategy Tree, Goals & Milestones Binder: Add Income Statement, Cash Flow, and Balance Sheet Binder: Add Goals & Milestones</p>
9	Going Forward	<p>Deeper Dive on Financials Live Plan Review - Milestones and Benchmarking Live Plan Review - Dashboard (Projection vs. Actual) - Example Building A Team Leading an Organization Team Service Agreements, Contracts, Etc. Intellectual Property Exit Strategies Entrepreneurial Leadership Live Plan - Milestones- Complete Milestones Section in Pitch Benchmarking - Review and Identify Possible Industry Example - Add Several Months of Actual Results (Best Estimate) and Review Dashboard FB: Post Critical Questions for Final Binder: Post Your Example of Dashboard</p>
10	Launching & Managing	<p>Launch Checklist Work Culture Hiring/Training Personnel Work Business Culture Analyzing Financial Results/Improvement Opportunities Knowing When to Ask for Help Mentor/Mentee General Wrap-Up/Class Feedback Live Plan - Double Check all Your Data is Complete or Updated with Latest Information</p>