



## Entrepreneur Training Program (ETP) 8-Week Overview

### Class 1: Evaluate Business Feasibility

- Syllabus review
- Personal traits assessment
- Basics of business & business niche
- Reasons why businesses fail
- S.W.O.T
- Select a business name
- Business entities
- Business licenses and permits
- Homework: read article on trademarks
- Homework: read article on choosing a business name

### Class 2: Business Plan Outline & Review

- In-depth review of the business plan
- Homework: develop business mission, vision and operations section of business plan.

### Class 3: Market Research, Development & Supplier Distribution Channels

- Market research and its process
- Define two types of marketing research (primary and secondary)
- Distribution channels – determine how the business owner will get the product to the end user (the client)
- Homework: work on the marketing section of business plan

### Class 4: Business Advertising

- What is advertising?
- Different types of advertising
- Location as a form of advertising
- Homework: continue to work on business plan

### Class 5: Business Accounting - Start-up Money, Budgeting and Finances

- The four types of capital
- Budgeting and basic concepts
- The equation
- Review of balance sheet
- Income statement and cash flow projections
- Extensive business plan review
- Homework: work on the financial section of the business plan

**Class 6: Access to Capital**

- Credit access to capital
- Loan programs (traditional lending versus non-traditional lending)
- Homework: work on business plan

**Class 7: Final Presentations**

- Final business presentations – final business plans are to be electronically turned in 48 hours prior to the graduation.

**Class 8: Graduation**