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Week	Class Time	Homework	Bring to Class
WEEK 1	<p><b>WELCOME-</b> Introductions.</p> <p>Meet Your Facilitator</p> <p><b>Class Exercise</b> Setting Your Goal for the Program</p> <p>Introduction to- Business Model vs Business Planning Explained and Review of BIG WHY Canvas</p> <p>-REVIEW OF Online Program –</p> <ul style="list-style-type: none"> <li>eBooks-</li> <li>video lectures</li> <li>Knowledge Applications</li> <li>Journal Prompts</li> <li>“Show Me the Money” segments</li> <li>“Business Plan/Strategy Templates</li> </ul>	<p><b>INITIAL PREPARATION</b></p> <p>Print out this Syllabus and the “Big Why Canvas” and the “Business Model Canvas” from your first email.</p> <p> <b>Unit 01- READ Plan Forward Course Guides</b></p> <p><b>UNIT 02 – “UNDERSTANDING THE POWER OF THE CANVAS”</b></p> <p> <b>READ</b></p> <ul style="list-style-type: none"> <li>Unit Introduction</li> <li>Personal and Business Why</li> </ul> <p> <b>COMPLETE KNOWLEDGE APPLICATION</b></p> <ul style="list-style-type: none"> <li>Personal Vision Check Up</li> </ul> <p> <b>READ</b></p> <ul style="list-style-type: none"> <li>Topic 1: The Big Why</li> <li>Start With the Big Why</li> </ul> <p> <b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>Start with the Big Why (30 minutes)</li> </ul> <p> <b>COMPLETE 2 KNOWLEDGE APPLICATIONS</b></p> <ul style="list-style-type: none"> <li>Fill Out the Big Why Canvas</li> <li>Develop Your Personal Mission Statement</li> </ul> <p> Topic 2: Discover and Implement the Right Business Model</p> <p> <b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>Introduction to Key Components of Business Model Canvas (12 minutes)</li> </ul>	<p><b>BEFORE CLASS NEXT WEEK:</b></p> <p><b>BRING TO CLASS NEXT WEEK:</b></p> <p><b>YOUR IDEAS, ENTHUSIASM AND CREATIVITY AND QUESTIONS</b></p>








		 <p><b>CREATE YOUR FIRST BUSINESS CANVAS: THE GUESS</b></p>  <p><b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• The Entrepreneurial Mindset (18 minutes)</li> </ul>  <p><b>OPTIONAL-“TAKE THE BOSI ASSESSMENT”</b></p> <p><a href="https://bosidna.com/assessment">https://bosidna.com/assessment</a></p>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• The Business Plan Explained</li> </ul>  <p><b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• Creating Your Business Plan (11 minutes)</li> </ul> <p><b>UNIT 03-SHOW ME THE MONEY</b></p>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Unit Introduction</li> <li>• Topic 1-Get Your Personal Finances in Order</li> <li>• Topic 2-Personal Financial Position</li> </ul>  <p><b>COMPLETE KNOWLEDGE APPLICATION: PERSONAL FINANCES</b></p>  <p><b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• How to use the Household Budget Spreadsheet (4 minutes)</li> </ul>	
<p><b>WEEK 2</b></p>	<p><b>TOPICS:</b> Introduction Business Model Canvas  Class Questions</p>	<p><b>Unit 04 -LOOKING AT THE CANVAS BLOCKS</b></p>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Unit Introduction</li> <li>• Topic 1: Understanding the Key Blocks of the Canvas</li> </ul>	



<p>Review of Business Plan Templates and LivePlan</p> <p>BREAK-OUT “Let’s Have a Cow” Break-Out</p>	<p> <b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• Get a Deeper Understanding of 9 Key Blogs-Pt 1 (19 minutest)</li> <li>• Get a Deeper Understanding of 9 Key Blocks-Pt 2 (21 minutes)</li> </ul> <p> <b>READ</b></p> <ul style="list-style-type: none"> <li>• Canvas Block 1 – Customer Segments</li> <li>• Canvas Block 2 – Customer Relationships</li> <li>• Canvas Block 3 – Value Proposition</li> <li>• Canvas Block 4 – Distribution Channel</li> <li>• Canvas Block 5 – Revenue Streams</li> <li>• Canvas Block 6 - Key Resources</li> <li>• Canvas Block 7 – Key Activities</li> <li>• Canvas Block 8 – Key Partners</li> <li>• Canvas Block 9 – Cost Structure</li> </ul> <p> <b>WATCH VIDEO</b></p> <ul style="list-style-type: none"> <li>• See the Business Model in Action</li> </ul> <p> <b>READ</b></p> <ul style="list-style-type: none"> <li>• Topic 2: Let the “Search” Begin</li> <li>• Topic 3: Your Value Proposition Starts with the Customer</li> </ul> <p> <b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• Value Proposition and Target Customer</li> <li>• Testing Your Concept (9 minutes)</li> </ul> <p> <b>Complete KA “Value Proposition and Target Market”</b></p> <p> <b>READ</b></p> <ul style="list-style-type: none"> <li>• Business Plan/Strategy: Your Vision and Mission Statements</li> </ul>	<p><b>BRING TO CLASS NEXT WEEK -</b></p> <p> <b>FIRST DRAFT (GUESS)BUSINESS MODEL</b></p>
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<p><b>WEEK 3</b></p>	<p>Share AHA Moments</p> <p>“Start-Up Costs”</p> <p>Deep Dive into Matching Your Customer to Your Value Proposition – Nancy Barnett</p> <p>BREAKOUT EXERCISE- Share your first draft of Business Model</p>	<p><b>UNIT 06 – FINDING THE RIGHT MARKET</b></p> <p> <b>READ</b></p> <ul style="list-style-type: none"> <li>• Unit Introduction</li> <li>• Topic 1 – Introduction to Market Research</li> </ul> <p> <b>WATCH LECTURE VIDEO</b></p> <ul style="list-style-type: none"> <li>• Finding the RIGHT Market (7 minutes)</li> </ul> <p> <b>READ</b></p> <ul style="list-style-type: none"> <li>• Topic 2 - Using the (Customer) Empathy Map as a Discovery Tool</li> </ul> <p> <b>WATCH LECTURE VIDEOS</b></p> <ul style="list-style-type: none"> <li>• The Empathy Map (11 minutes)</li> <li>• Using Your Customer Avatar (10 minutes)</li> </ul> <p> <b>Complete KA -Create Your First Customer Avatar</b></p> <p> <b>READ</b></p> <ul style="list-style-type: none"> <li>• Topic 3 -Putting Your Value Proposition to the Test</li> </ul>	<p><b>BRING TO CLASS NEXT WEEK</b></p> <p> FIRST REVISION (Guess) Business Canvas</p> <p> FIRST DRAFT OF CUSTOMER AVATAR</p> <p> FIRST DRAFT-VALUE PROPOSITION CANVAS</p>

		 <p><b>WATCH LECTURE VIDEO</b></p> <ul style="list-style-type: none"> <li>• Topic 3-Writing Your Value Proposition (11 minutes)</li> </ul>  <p><b>Complete KA-Understanding Your Customer’s Pains and Gains</b></p>  <p><b>Complete KA-Write Your Value Proposition (1<sup>st</sup> Draft)</b></p>  <p>Topic 5: Introduction to Minimal Viable Product (MVP) Business Plan: The Company Summary or Description</p> <p><b>UNIT 07-SHOW ME THE MONEY</b></p>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Show Me the Money: Understanding Your Startup Cost Spreadsheets</li> </ul>  <p><b>BEGIN TO WORK ON KA – START-UP COSTS</b> (This will an ongoing exercise as you get more information through your research.)</p>  <p><b>START</b> collecting information on Start-Up or Expansion Costs.</p>	
<p><b>WEEK 4</b></p>	<p>Q &amp; A Session on Reading Assignments or Homework</p> <p>Introduction to the Library</p>	<p><b>UNIT 08-THE BASICS OF MARKET RESEARCH</b></p>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Unit Introduction</li> <li>• Topic 1: know Your Customer, Industry and Environment</li> </ul>	<p><b>ALWAYS REFER TO “PUTTING IT TOGETHER” GUIDEBOOK (in Course Resources)</b> <b>FOR ANY INFORMATION ON PUTTING THE PLAN/STRATEGY TOGETHER and NECESSARY FINANCIAL DOCUMENTATION</b></p>








	<p>Student Breakout Customer Avatar Share</p> <p>Class Exercise “Why Will the Customer Choose You”-Value Proposition in Action</p>	 <p><b>BEGIN WORKING ON KA-MARKET RESEARCH</b></p> <ul style="list-style-type: none"> <li>• Download or print the worksheet and put them in a working notebook. Continue to answer these questions throughout the course.</li> </ul>  <p><b>WATCH LECTURE VIDEO</b></p> <ul style="list-style-type: none"> <li>• Topic 1: The Basics of Market Research (10 minutes)</li> <li>• Video to Better Understand the Customer Segment Profile</li> </ul>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Topic 2: More About Niche Power</li> </ul>  <p><b>WATCH LECTURE VIDEO</b></p> <ul style="list-style-type: none"> <li>• Topic 2-Niche Power (7 minutes)</li> </ul>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Topic 3 -Understanding the Impact of Data</li> </ul>  <p><b>WATCH LECTURE VIDEO</b></p> <ul style="list-style-type: none"> <li>• Defining Your Market Strategy-Research to Execution (9 minutes)</li> </ul>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Business Plan Description of Products and Services</li> </ul> <p><b>UNIT 09-SHOW ME THE MONEY</b></p>	<p><b>IF YOU HAVEN'T DONE SO ALREADY, START WRITING IN SOME OF THE BUSINESS PLAN SECTIONS. NOT MEANT TO BE PERFECT. JUST WRITING SOMETHING, GIVES YOU SOMETHING TO BUILD ON.</b></p> <p><b>START SEARCHING OUT LOCAL LIBRARY RESOURCES</b></p> <p><b>BRING TO CLASS NEXT WEEK-YOUR CURRENT BUSINESS CANVAS</b></p> <p><b>BRING AN ITEM TO CLASS THAT YOU WILL BE “SELLING” TO ANOTHER CLASSMATE.</b></p>
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<p><b>WEEK 5</b></p>	<p><b>Q &amp; A Session</b> on Reading Assignments or Homework</p> <p>Startup Basics Question</p> <p><b>Group Exercise:</b> Present your Canvas.</p>	<p><b>UNIT 10 – CUSTOMER RELATIONSHIPS</b></p>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Unit Introduction:</li> <li>• Customer Topic 1 – Types of Customer Relationships</li> <li>• Topic 2 – Understanding the Customer Funnel</li> </ul>  <p><b>COMPLETE KA assignment on Your Value Proposition and continue to work and document your research</b></p>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Business Plan: Your Marketing Strategy</li> </ul> <p><b>UNIT 11 – SHOW ME THE MONEY</b></p>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Unit Introduction</li> </ul>	<p><b>BRING TO CLASS</b></p> <p><b>ALWAYS REFER TO “PUTTING IT TOGETHER” GUIDEBOOK (IN RESOURCES) FOR ANY INFORMATION ON PUTTING THE PLAN/STRATEGY TOGETHER and NECESSARY FINANCIAL DOCUMENTATION</b></p>  <p><b>REMEMBER:</b> <i>The Financial Template contains all projected costs for your business entered four main worksheets – Start-Up Costs, Inventory, Operating Costs and Capital Budget. No worksheet specifically lists marketing costs. Therefore, categories on each worksheet may contain figures associated with marketing as well as other costs of employing secretarial, accounting and marketing staff members or outsourcing costs.</i></p>









		<ul style="list-style-type: none"> <li>• Forecasting Your Liabilities and Equity</li> </ul>  <p><b>REVIEW THE eBook in the Start-Up Basics mini course so you know what resources it contains.</b></p>  <p><b>WATCH THE 3-PART VIDEO SERIES ON START UP BASICS</b></p>	
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<b>WEEK 6</b>	<p><b>THE POWER OF RESOURCES</b></p> <p>Discussion-Resources</p> <ul style="list-style-type: none"> <li>• <b>Manufacturer’s Edge</b></li> <li>• <b>PTAC (Procurement Technical Assistance Program)</b></li> <li>• <b>Office of Economic Development</b></li> <li>• <b>Docracy</b></li> <li>• <b>SBA</b></li> <li>• <b>National Federation of Independent Businesses</b></li> <li>• <b>The State Small Business Credit Initiative</b></li> <li>• <b>Export.gov</b></li> </ul>	<p><b>12- Understanding Your Distribution Channels</b></p>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Unit Introduction</li> <li>• Topic 1: Direct and Indirect Distribution Channels</li> </ul>  <p><b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• Understanding Your Distribution Channels (19 minutes)</li> </ul>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Topic 2-Location, Location, Location</li> <li>• Business Plan – Distribution Channels</li> <li>• Business Plan – Competitors</li> </ul>  <p><b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• Create a Competitor Analysis (8 minutes)</li> </ul>	<p><b>TAKE ADVANTAGE OF GROUP BRAIN POWER BRING one Roadblock Challenge or Identified Gaps in Putting Your Business Model Canvas together These will be used in Class &amp; Group Exercise</b></p> <p>In two weeks, we will be having a Lender’s Panel. It is important to continue working on your financials. Even if you are not seeking a business loan, it is important to prepare your financials as if you were as you are the primary investor.</p>
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			 <p>Make any necessary changes based on any new information as it becomes available; enter changes into your Operating Expenses Worksheet to represent projected costs more accurately for Marketing in the Financial Template.</p>	
<p><b>WEEK 7</b></p>		<p><b>Q &amp; A Session</b> on Reading Assignments or Homework</p> <p><b>Class &amp; Group Exercise –</b> Brainstorming Session re: Roadblocks</p> <p><b>More on Pricing-Looking at Your Competition</b></p> <p><b>BREAKOUT</b> “A Four-Letter Word -SELL”-</p>	<p><b>Unit 13-Revenue Streams</b></p> <p> <b>READ</b></p> <ul style="list-style-type: none"> <li>• Unit Intro</li> <li>• Topic 1: Revenue Stream-Show Me the Money</li> </ul> <p> <b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• Topic 1 – Choosing Your Revenue Streams (16 minutes)</li> </ul> <p> <b>KA on Choosing Your Revenue Streams</b></p> <p> <b>READ</b></p> <ul style="list-style-type: none"> <li>• Topic 2-Creating Your Competitive Edge</li> </ul> <p> <b>WATCH VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• Topic 2 – Developing Your Competitive Advantage</li> </ul> <p> </p> <ul style="list-style-type: none"> <li>• <b>Complete KA – Matching Your Value Proposition and the Target Customer</b></li> <li>• <b>Complete KA-Developing Your Competitive Advantage</b></li> </ul>	<p><b>WORD TO THE WISE – STAY on Top of Your Financials– WORK ON YOUR FINANCIALS EVERY WEEK-COLLECT BOTH START-UP AND OPERATIONAL COSTS AND PUT INTO SPREADSHEETS</b></p>

		 <b>READ</b> <ul style="list-style-type: none"> <li>• Topic 3 – Pricing Your Product and Service for the First Time</li> </ul>  <b>WATCH THE VIDEO LECTURE</b> <ul style="list-style-type: none"> <li>• Pricing Your Product/Service (16 minutes)</li> </ul>  <b>Complete KA on “Choosing Your Revenue Streams- Pricing Your Product/Service</b>  <b>READ</b> <ul style="list-style-type: none"> <li>• Business Plan: Focus on the Money</li> </ul> <p><b>Unit 14 – Show Me the Money</b></p>  <b>READ</b> <ul style="list-style-type: none"> <li>• Unit intro</li> <li>• Sales Forecasting</li> <li>• Sales Projections</li> <li>• More Sales and Cash Flow Forecasting</li> </ul>  <b>WATCH THE VIDEO LECTURE</b> <ul style="list-style-type: none"> <li>• Putting Your Financials Together</li> </ul>	
<b>WEEK 8</b>	<b>FUNDING OPTIONS</b>	<p><b>UNIT 15 – FROM MARKETING STRATEGY TO SALES</b></p>  <b>READ</b> <ul style="list-style-type: none"> <li>• Unit Introduction</li> <li>• Topic 1 – Your SWOT Analysis</li> </ul>	<p><b>CONTINUE TO COLLECT BOTH START-UP AND OPERATIONAL COSTS AND PUT INTO SPREADSHEETS</b></p> <p><b>ALWAYS REFER TO “PUTTING IT TOGETHER” GUIDEBOOK FOR ANY INFORMATION ON PUTTING THE</b></p>

			 <p><b>WATCH THE VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• Topic 1-Get Out of Your Comfort Zone (11 minutes)</li> </ul>  <ul style="list-style-type: none"> <li>• Work on KA Assignment – SWOT Analysis</li> </ul>  <p><b>READ</b></p> <ul style="list-style-type: none"> <li>• Topic 2-Your Marketing Strategy – Putting It All Together (12 minutes)</li> </ul>  <p><b>WATCH THE VIDEO LECTURE</b></p> <ul style="list-style-type: none"> <li>• Topic 2-Your Marketing Strategy-Putting It All Together (12 minutes)</li> </ul>  <ul style="list-style-type: none"> <li>• KA Assignment – SMART Goal Setting</li> <li>• KA Assignment – SELL-A 4-Letter Word</li> </ul> <p>Topic 1 – Determining the Best Key Partners  Topic 2 – Putting First Things First  Topic 3 - Resources Cost Money</p>  <p><b>COMPLETE all the Work Commitment Assignments</b></p>  <p><b>REVIEW “LENDING” Guidebook in the Course Resources</b></p>	<p><b>PLAN/STRATEGY TOGETHER and NECESSARY FINANCIAL DOCUMENTATION</b></p> <p><b>If you are going to make a Final Business Presentation- Please let Nancy and John know.</b></p>
<b>WEEK 9</b>	Nancy Barnett	Presentations	 <p><b>REVIEW PUTTING IT ALL TOGETHER GUIDEBOOK AND SHOW ME THE MONEY LENDING GUIDEBOOK</b></p>	IF DESIRED, turn in your business plan for review.
