

Leading Edge Course Overview and Schedule

Session 1. Introduction, Overview & Entrepreneurship

Introduction to Entrepreneurship and the business plan. Understand and develop a set of goals and objectives and a mission statement.

Session 2. Planning & Research: Entrepreneurial Essentials

Learn components and organization of the business plan. Begin market research through identification of industry specific and global resources.

Session 3. Organizational Matters: Management and Legal Structure

Identify and select legal structure for your business, and become aware of legal issues facing small business. Identify business insurance needs and other risk management areas.

Session 4. Marketing - "Behind the Scenes": Analysis & Understanding

Understand the necessity of market analysis. Develop your customer profile and analyze the competition. Learn how to use customer and competition profiles to analyze market potential.

Session 5. Marketing - "On Stage": strategies, Tactics & Implementation

Learn how to develop the "right" price and understand the impact of customer service on profitability. Explore your business image and determine its importance in your overall marketing strategy.

Session 6. Financial Overview: Books, Records and Controls

Gain an understanding of the basic Financial Statements and their uses. Understand how accounting systems tie to the production of useful financial statements.

Session 7. Managing Your Money: Financial Planning, Budgets & Assumptions

Understand the importance of budgeting and the role of assumptions. Prepare budgets, including the sales forecast, cost of production units sold, fixed assets, growth/start-up expenses and miscellaneous expenses. Review and adjust earlier sessions' budgets.

Session 8. Managing Your Money: Developing and Using Cash Flow Projections

Understand the concept of break-even and calculate the break-even point for your business in units and sales volume. Explore ways to manage the cash flow cycle, and prepare monthly annual cash flow projections with accompanying notes.

Session 9. Understanding And Using Your Financial Statements

Prepare the monthly projected income statement and understand how it differs from the cash flow projection. Develop a pro forma balance sheet, and become familiar with the statement of owner's equity and annual statement of cash flows. Understand managerial uses of financial statements.

Session 10. Financing Your Business: Alternative Sources Of Money

Develop an understanding of the difference between debt and equity financing. Understand the alternative sources of financing and the components of a complete financing package.

Summarize financial needs for your project.

Session 11. The Deal Making Process: Negotiating in the Real World

Develop an understanding of the negotiating process. Gain knowledge of negotiating techniques. Explore the deal-making process and tips for effective deal-making. Practice/develop negotiating skills.

Session 12. Your Business Future: Managing Growth & Plan Competition

Examine reasons for growing your business. Recognize pitfalls of unmanaged growth and gain an understanding of managed growth and cash management.