### Entrepreneurship
**Launch My Business**

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic</th>
<th>Homework</th>
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</thead>
<tbody>
<tr>
<td>Session 1</td>
<td>Tuesday, September 16</td>
<td>Introduction and overview of the class. Planning and goal setting for the entrepreneur.</td>
<td>Complete the goals and begin to write your vision for your company.</td>
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<tr>
<td>Session 2</td>
<td>Thursday, September 18</td>
<td>Skills and knowledge assessment of the business planning process.</td>
<td>Choose a business structure. List the people you will need to help you get started; CPA, attorney, banker, realtor.</td>
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<tr>
<td>Session 3</td>
<td>Tuesday, September 23</td>
<td>Assessing your business idea; getting started with your business plan.</td>
<td>Begin listing your costs.</td>
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<tr>
<td>Session 4</td>
<td>Thursday, September 25</td>
<td>The keys to successful marketing. How to identify the best customer. Are you sure you have what they want?</td>
<td>Draft a customer profile.</td>
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<tr>
<td>Session 5</td>
<td>Tuesday, September 30</td>
<td>Advertising- How to craft the right message.</td>
<td>Turn in your customer profile.</td>
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<td>Session 6</td>
<td>Thursday, October 2</td>
<td>Promotion. What else can you do besides run an ad?</td>
<td>Explain how three features of your product or service will benefit the customer.</td>
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<tr>
<td>Session 7</td>
<td>Tuesday, October 7</td>
<td>Field Trip to the Business Resource Center</td>
<td>Gather the information you need for financial planning.</td>
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Session 8  Thursday, October 9
Topic:  The Sales Process – How to create a successful selling strategy for your product or service.

Homework:  Continue gathering information for financial statements

Session 9  Tuesday, October 14
Topic:  Business Planning, Part 1. How you collect and organize the information

Homework:  Post your business plan outline on your computer

Session 10  Thursday, October 16

Homework:  Finalize your numbers for your financial reports.

ONE WEEK FOR EXCEL SPREAD SHEET CLASSES – October 21 and 23

Homework:  Balance sheet, Profit and Loss Statement, Cash Flow Analysis

Session 14  Tuesday, October 28
Topic:  Regulations, taxes, personnel and legal concerns; what every business owner needs to know

Homework:  Turn in financial statements. Gather the information for your break-even analysis

Session 15  Thursday, October 30
Topic:  Pricing – Are you Charging enough?

Homework:  Outline your business presentation for graduation night.

Session 16  Tuesday, November 4
Topic:  Resources, lenders and lending. What to do with the business plan when you’re done with it.

Homework:  Turn in your break even analysis. Rehearse your business presentation.

Session 17  Thursday, November 6
Topic:  Graduation - Present your business idea