



SYLLABUS

NET: Nicolet Entrepreneurial Thinking Series Fall 2021

This course involves seven sessions, some live and some virtual, on Tuesdays from 6 – 7:15 pm, starting September 28 and ending November 9. *A virtual introductory course information session will be held on Thursday, September 23 at 5:30 pm.

Day/Date	Session #	Form	Topic
*Thursday, September 23		Intro Virtual	Starting Point: Discuss series content and objectives
Tuesday, September 28	1	In person	Orientation: The necessary mindset is “the willingness to create the life we imagine” (Thoreau). Entrepreneurial success is not measured by money, but by character growth and satisfaction in effort. It can be described as a problem-solving attitude3 that finds itself at the crossroads of curiosity, knowledge, and effort that creates value. Where are you on your path, and where do you want to go?
Tuesday, October 5	2	In person	Planning: SWOT, self and business. What is the business mission, what problem does your product solve, and for whom?
October 12	3	Virtual	Research: Understand your market, identify your targets, know your costs and margins.
Tuesday, October 19	4	In person	Self and Business Skills Advancement: Self/employee training and sourcing third-party resources.
Tuesday, October 26	5	Virtual	“One on One” Status Reviews: Individual/small group attention, actual day/ times/ locations/ groupings to be determined.
Tuesday, November 2	6	Virtual	Thinking Aids: Budget “pyramid”, sales “funnel”, “magic quadrant” positioning. A picture is worth 1,000 words (and calculations).
Tuesday, November 9	7	In person	The 3 – 5 Page Business Plan: Summary, Management, Sales, Marketing, Operations, Finance