

## 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	<b>Starting Point:</b> Discuss series content and objectives
Tuesday, September 28	1	In person	<b>Orientation:</b> 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 attitude <sup>3</sup> 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	<b>Planning:</b> SWOT, self and business. What is the business mission, what problem does your product solve, and for whom?
October 12	3	Virtual	<b>Research:</b> Understand your market, identify your targets, know your costs and margins.
Tuesday, October 19	4	In person	<b>Self and Business Skills Advancement:</b> Self/employee training and sourcing third-party resources.
Tuesday, October 26	5	Virtual	<b>“One on One” Status Reviews:</b> Individual/small group attention, actual day/ times/ locations/ groupings to be determined.
Tuesday, November 2	6	Virtual	<b>Thinking Aids:</b> Budget “pyramid”, sales “funnel”, “magic quadrant” positioning. A picture is worth 1,000 words (and calculations).
Tuesday, November 9	7	In person	<b>The 3 – 5 Page Business Plan:</b> Summary, Management, Sales, Marketing, Operations, Finance