

## Simple Steps for Starting Your Business Overview

**Session 1:** Startup Basics and Business Concepts. This introductory workshop focuses on the basics of testing a business idea and identifying the key factors that influence startup success. Startup Basics provides an overview of the skills and tools needed when deciding to start a business. In this session, clients learn about the advantages and disadvantages of owning a business, the most profitable form for their business, and the fundamentals of formation, organization, marketing, cash flow and funding sources.

**Business Concept** The second portion of this workshop focuses on the business concept and step-by-step guidance in researching your idea, market, and competition. At the end of the Business Concept workshop segment, the client will be able to identify their target markets, describe their products and services, and collect key competitive information to support their feasibility plan.

**Session 2:** Marketing Plan The third workshop provides clients with an introduction to marketing communication methods and tools to maximize your customer reach. The discussion in the Marketing Plan workshop covers pricing strategies, positioning, the difference between features and benefits, and different marketing strategies. At the end of this session, clients will know how to: outline their marketing strategy, test their marketing message, choose the right sales channel, and exercise their marketing strategy.

**Session 3:** Financial Projections This workshop uses exercises to help you better understand financial concepts. This session reviews sales and prices, financial risks and rewards, true startup costs, ongoing operating expenses, setting benchmarks for tracking progress and the organization of all your financial information. Using a hands-on approach, you learn how to use our financial model to forecast sales revenue and build solid pro-forma financial forecasts.

**Session 4:** Funding Sources The final workshop offers information on how to finance your small business. In this session, discussions include sources of funds, accounting, the six C's of credit, banking relations, ratio analysis, and monthly preparation and review of financial statements. At the end of the series, you have all of the tools necessary to decide whether or not to launch your small business.