



# STARTSMART PROGRAM OUTLINE

[www.georgiasbdc.org/startsmart](http://www.georgiasbdc.org/startsmart)

## MODULE 1: FOUNDATIONS FOR A SUCCESSFUL BUSINESS

In the initial module, explore the factors that influence small business success. Closely examine their entrepreneurial motivation and the business concept. The concept will be refined to help the entrepreneur achieve his or her personal goals while building a business with a good chance for long-term success. After this foundation, the business planning process begins.

## MODULE 2: MARKETING RESEARCH AND ANALYSIS

Planning begins with development of the mission statement and a general overview of the company's legal status, products or services, management, and market. Participants will receive detailed tools and tips to conduct the market research. Assignments include research and analysis of industry trends and target markets.

## MODULE 3: CAPTURING THE MARKET

Competition is identified and researched, and participants determine their competitive strengths and weaknesses. Participants are introduced to a SWOT analysis as a tool to define strategic position and evaluate business risks. Based on a thorough internal and external assessment, participants will prepare realistic, cost-effective marketing and sales strategies to seize their share of the market.

## MODULE 4: EFFICIENT OPERATIONS

Participants will analyze day-to-day operations, document routine processes and identify opportunities for increased efficiency. They will complete an assessment of technology needs and develop an overall technology plan.

The organization's current management team and future needs will be described. Entrepreneurs will consider strategies to establish company culture, interview and hire employees, and build a network of advisors.

## MODULE 5: FINANCIAL FOUNDATIONS

After a review of financial concepts, participants will identify financial goals to determine the financial feasibility of their business concept. They will determine start-up costs and prepare financial projections to show the financial outcome of their plan.

## MODULE 6: FINANCIAL PLAN

The financial projections are updated to produce a detailed income statement, balance sheet and cash flow statement. Participants will calculate break-even analysis and determine if additional financing is needed to implement the plan.

## MODULE 7: BRINGING IT ALL TOGETHER

Participants will complete the Executive Summary, develop an "Elevator Pitch," and put the finishing touches on their business plan. Tips for tailoring the plan to meet the needs of different audiences will be reviewed. Special emphasis will be given to presenting the plan to potential funding sources.

## MODULE 8: IMPLEMENTATION AND PRESENTATIONS

At the conclusion of the program, participants will prepare a short presentation of their Executive Summary and deliver it to the class.



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