

GNEC UEDI Entrepreneur Training Program In Class & Online Course Syllabus

The 5 Step Business Start – GNEC Edition, is a course delivery format that allows for flexible access that accommodates the schedules and comfort of participants; takes advantage of the efficiency and productivity provided by technology; and separates GNEC in the field of entrepreneur development.

The format consist of the following:

- **3 Live classroom sessions**
- **7 (90 minutes) online sessions**
- **Online access to class materials**
- **Facebook Group**
- **Supplemental articles, videos and podcast**

Pre-Start Assignment (Do this prior to May 7th Class!)

1. Read 5 Step Introduction and Define It Module
2. Complete Business Profile Form
3. Review “What’s Your Why”

Session 1 - Live

1. Introduction
2. Class overview
3. Requirements (Homework due May 21st and June 11)
4. Platform review, Social/Email Contacts
5. Entrepreneurship
 - Things to consider
 - Your goals
 - Goals for class
6. Define It
 - Jerry example
7. Homework
 - Define your business template (submit)
 - Identify your resources
 - Read Research It

Session 2 – Online

1. Quick review
2. Research It
 - a. Research process
 - b. Jerry example (what he needs to know & sources)

- c. Review other sources
3. Homework
 - a. Define what you need to know
 - b. Conduct primary & secondary research
 - c. Read Marketing section of Plan It Module

Session 3 – Online

1. Quick review
2. Your starting business model
3. Plan It - Marketing
 - a. Jerry example (features/benefits, customers, distribution)
4. Homework
 - a. Define your features/benefits, customers, distribution strategy)
 - b. Continue to conduct research (particularly competition)

Session 4 – Online

1. Quick review
2. Plan It – Marketing
 - a. Jerry example (niche, messaging, advertising/promotion strategies)
 - b. The art of pricing
3. Homework
 - a. Define your (niche, advertising/promotion strategies)
 - b. Read Operations section of Plan It Module

Session 5 – Online

1. Quick review
2. Plan It – Operations
 - a. Jerry example
 - b. Other operation issues
3. Homework
 - a. Define your service cycle, and other operation issues
 - b. Read Financial section of Plan It Module

Session 6 – Live

1. Quick review
2. Plan It – Financial Management
 - a. Pricing
 - b. Profit margin
 - c. Breakeven
 - d. Business financial formula
 - e. Cash flow
 - i. Cost of goods/service
 - ii. Startup cost
 - iii. Operating expenses
 - iv. Sales forecast
 - v. Assumptions

3. Homework
 - a. Define your pricing, profit margin, startup cost, operating expenses, breakeven sales
 - b. Read Financial section of Plan It Module

Session 7 – Online

1. Quick review
2. Cash Flow
 - a. Jerry's cash flow example using 5 Step Financial Projection tool
3. Homework
 - a. Define your cash flow projection
 - b. Read Stage It Module

Session 8 – Online

1. Quick review
2. Stage It
 - a. Jerry's example
3. Homework
 - a. Define your Stage It
 - b. Read Start It Module

Session 9 – Online

1. Quick review
2. Start It
 - a. Jerry's example
 - b. Consolidate templates to plan
3. Homework
 - a. Define your start it
 - b. Write your plan

Session 10 – Live

1. Quick Review
2. Legal structures, tax issues, insurance
3. Wrap up
4. Submit business plans