

# BUSINESS INNOVATION & GROWTH CENTER



## “Become Your Own Boss” Business Planning Course Review

### MODULE 1 (Classes 1-3, Weeks 1-3)

- Intro
  - LivePlan software overview
  - Class Logistics
  - Course overview, expectations, and outcomes
- Business Model Canvas
- Industry Benchmarking & Market Segmentation
- Competitive Analysis
- Pitch progress presentation

### MODULE 2 (Classes 4-6, Weeks 4-7\*)

- Marketing Plan
- Ethnographic Research
- Marketing Strategies and Tactics
- Bottom-up Revenue and Ideal Year Forecasting
- Sales & Marketing Activities
- Identifying revenue sources and conversions
- At-home work week\*
- Pitch progress presentation

### MODULE 3 (Classes 7-9, Weeks 8-11\*)

- Revenue Forecast and Income Statements
- Expenses, Cost of Goods Sold, Direct Costs
- Gross Margins
- Unit Economics Bill of Materials
- Balance Sheet and Cash Flow
- Productivity Metrics
- Multi-Year forecasting
- At-home work week\*
- Pitch progress presentation

### MODULE 4 (Classes 10-12, Weeks 12-15\*)

- Storytelling and Slide Deck Development
- Credibility review
- Pitch deck checklist
- Finalize One-page Business Plan
- At-home work week\*
- Rehearsal of Pitch
- Demo Night and Reception

## RESOURCES

- Small class instruction and 1:1 Coaching Sessions
- Mentorship from business leaders
- Library Research Databases
- Access to Tutoring
- Networking and Connection Activities
- Refreshments are provided during class
- Workshops, webinars, and business expertise from preferred partners