

Entrepreneurship Training: Launching Your Business (ENBOII, 2 jours)

Description

The course Launching Your Business (Entrepreneurship Training) builds on the knowledge and skills developed in Entrepreneurship Bootcamp I. Now you are ready to take your idea to reality! This course walks you through how to take your business idea and build a business plan, find financing, market and launch your business. This course is perfect for people with a great idea, a prototype, a small-scale home-based businesses, Tech Start-Up, or self-employed trades and other professionals. You have the vision: we can help you get there!

Tarifs

- Tarification: \$1,500/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

Making the Leap

Recap of Entrepreneurship Bootcamp I

Case Sketch

Gearing Up

If You Fail to Prepare?

Launching Your Business

Knowledge is Power: Analyze Market Data and Trends

Test Your Idea

Identify Your Market

Money: What's Coming In, What's Going Out

Legal, Tax and Financial Considerations: Naming, TradeMarks, Business Structure, Permits, Licenses, Patents, Insurance, Privacy, Liability, etc.

Being Brave: Develop Your Network and Support System

Writing a Business Plan

Beyond the Business Plan: The Apprentice Approach, The Hired-Gun Approach, The Sprint/Lean Approach

Budgeting, Investors and Financing Options

Managing Risks

Establishing a Budget

Tracking Your Expenses

Financing and Investment Options

Special Programs for Youth, Women, Indigenous, and Sectors

What Ifs?

Marketing, Networking, Social Media

Marketing Basics

Networking

Pros and Cons of Social Media

The Basics of Internet Security

Let's Push Forward

Case Study

Business Brainstorming

Practical Feedback on Business Ideas

Next Steps