

CHATHAM UNIVERSITY

# CENTER FOR WOMEN'S ENTREPRENEURSHIP

## Concept to Launch 6-Week Schedule

<b>Week 1 Feb 4</b>	<b>Week 2 Feb 11</b>	<b>Week 3 Feb 18</b>	<b>Week 4 Feb 25</b>	<b>Week 5 March 3</b>	<b>Week 6 March 10</b>
<b>Business Concept</b>	<b>Steps to Start a Company</b>	<b>Operations &amp; Marketing your Company</b>	<b>Developing your Pitch</b>	<b>How to of Business Planning</b>	<b>Business Plan Review &amp; Questions</b>
Testing your Concept via Canvasing  Market Needs and Research  Industry & Competitors Analysis	Guest Speaker (Accounting)  Developing your Entity  Steps of creating a business  Basic Financials including Banking & Insurance needs  Employees vs 1099 contractors  Funding Sources	Guest Speaker (Marketing)  Getting your Product/Service to Market  Marketing-Your Company and/or Idea  The "Why" of your business	Importance of the Pitch  How to develop and deliver an Effective Pitch  Create Pitches	Guest Speaker (Insurance)  Why you need a Business Plan  Defining what Plan is right for you  How to Start your First Business Plan  Financial Documents for a Business Plan	Discuss Execution of Business Plan  Answer Questions on Business Plans  Next Steps for your Business  Discuss Area Resources for Businesses