

CHATHAM UNIVERSITY

WOMEN'S BUSINESS CENTER

AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

Concept to Launch 6-Week Schedule

Week 1 Oct 9	Week 2 Oct 16	Week 3 Oct 30	Week 4 Nov 6	Week 5 Nov 13	Week 6 Nov 20
Business Concept	Steps to Start a Company	Operations & Marketing your Company	Developing your Pitch	Howto of Business Planning	Business Plan Review & Questions
<p>Testing your Concept via Canvasing</p> <p>Market Needs and Research</p> <p>Industry & Competitors Analysis</p>	<p>Guest Speaker (Accounting)</p> <p>Developing your Entity</p> <p>Steps of creating a business</p> <p>Basic Financials including Banking & Insurance needs</p> <p>Employees vs 1099 contractors</p> <p>Funding Sources</p>	<p>Guest Speaker (Marketing)</p> <p>Getting your Product/Service to Market</p> <p>Marketing-Your Company and/or Idea</p> <p>The “Why” of your business</p>	<p>Importance of the Pitch</p> <p>How to develop and deliver an Effective Pitch</p> <p>Create Pitches</p>	<p>Guest Speaker (Insurance)</p> <p>Why you need a Business Plan</p> <p>Defining what Plan is right for you</p> <p>How to Start your First Business Plan</p> <p>Financial Documents for a Business Plan</p>	<p>Discuss Execution of Business Plan</p> <p>Answer Questions on Business Plans</p> <p>Next Steps for your Business</p> <p>Discuss Area Resources for Businesses</p>