

CHATHAM UNIVERSITY

CENTER FOR WOMEN'S ENTREPRENEURSHIP

Concept to Launch 6-Week Schedule

Week 1 March 17	Week 2 March 24	Week 3 March 31	Week 4 April 7	Week 5 April 14	Week 6 April 21
Business Concept	Steps to Start a Company	Business Planning	Operations & Marketing your Company	Developing your Pitch	Next Steps + Resources
Testing your Concept via Canvasing	Guest Speaker (Accounting)	Guest Speaker (Insurance)	Guest Speaker (Marketing)	Importance of the Pitch	Discuss Execution of Business Plan
Market Needs and Research Industry & Competitors Analysis	Developing your Entity Steps of creating a business Basic Financials including Banking & Insurance needs Employees vs 1099 contractors Funding Sources	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	Getting your Product/Service to Market Marketing- Your Company and/or Idea The "Why" of your business	How to develop and deliver an Effective Pitch Create Pitches	Answer Questions on Business Plans Next Steps for your Business Discuss Area Resources for Businesses