

CHATHAM UNIVERSITY

WOMEN'S BUSINESS CENTER

AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

Concept to Launch 6-Week Schedule

Week 1 11/01	Week 2 11/08	Week 3 11/15	Week 4 11/29	Week 5 12/06	Week 6 12/13
Business Concept	Steps to Start a Company	Operations & Marketing your Company	Developing your Pitch	How to of Business Planning	Business Plan Review & Questions
Testing your Concept via Canvasing Market Needs and Research Industry & Competitors Analysis	Developing your Entity Steps of creating a business Basic Financials including Banking & Insurance needs Funding Sources	Getting your Product/Service to Market Marketing-Your Company and/or Idea Employees vs 1099 contractors The "Why" of your business	Importance of the Pitch How to develop and deliver an Effective Pitch Create Pitches	Why you need a Business Plan Types of Business Plans 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