

CHATHAM UNIVERSITY

CENTER FOR WOMEN'S ENTREPRENEURSHIP

Concept to Launch 6-Week Schedule

Week 1 January 14	Week 2 January 21	Week 3 January 28	Week 4 February 4	Week 5 February 11	Week 6 February 18
Business Concept	Steps to Start a Company	Operations & Marketing your Company	Developing your Pitch	Business Planning	Business Plan Review & Questions
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