Entrepreneur Project – Phase 2 Business Roadmap

***Structure – Systems – Strategy***

**Structure**

This section will make sure that they have created a sound structure that will support their business goals.

**Class 1**

* Class Overview
	+ Review the requirements of the class
* Class Expectations and deliverables
* Housekeeping
	+ Tools/Homework/Dropbox
	+ In class projects
* Elevator pitch
* Business plan Overview
* What are the challenges that they are facing today
* SWOT Analysis
* Self Assessment
	+ DOS
	+ Franchisitize Tool
* Business Assessment
	+ Identify areas of improvement in your business
	+ Identify areas of growth
* Purpose – why do you do what you do?
* Vision – what is your ultimate Goal
	+ ***HW TFactor***
	+ ***SWOT Analysis***

**Class 2 –** this will be an overview many of these questions we will go into detail in later classes.

* Defining your business model – how do you plan on making money? – Defining how your organization works
	+ What are you selling
	+ Who is your customer
	+ What customer problem or challenge do you solve
	+ What value do you deliver?
	+ How do you get your product to market
	+ How will you find new customers and keep current customers.
	+ How will you define and differentiate your offerings
	+ What is your reputation/Experience/Credibility
	+ How will you generate revenues
	+ What is your costing structure
	+ What is your profit margin
	+ What are your core Values and beliefs
	+ Mission statement
	+ Value statement
		- ***HW Small growth self assessment***
* **Class 3 –** Smart Goals
	+ Explain the importance of them
		- In class exercise
	+ Identify your initial personal and business growth plans
	+ Talk about their ultimate goal for their business
	+ Review the small growth self assessment – what did this tell you about your business
		- * ***HW Bring P&L/Balance Sheet & Cash Flow to next class YTD***
			* ***HW create a sales budget for 2014***

**Systems**

* **Class 4** – Financials
	+ Review Industry Standard numbers
	+ The importance of planning
		- Create a long term sales plan
		- How to create a sales plan
		- Understanding GM%/$
		- Net income/Cash flow
	+ The importance of Dashboards
		- Review the instruments that you should be looking at and what to do if a number is off
	+ Review Sales budgets
	+ KPI’s
	+ How to read your financial statements
* **Class 5** - Marketing and Sales
	+ What is the difference between marketing & sales
	+ How do you market to your audience today?
	+ What sales system do you use?
		- Explain your sales process
	+ Who is your target audience?
	+ Identify products/services that your customers need
		- Define the need is it your need or their need?
	+ What are your core competencies?
	+ How could you improve your competitive edge
	+ Sales Strategies
	+ Review sales goals
	+ Identify the strategies that you will use to increase sales and new customers
	+ Share the best selling experience and the worst
		- What did you learn from each
	+ CRM tools
	+ Sales tracking tool
		- Tool 1 – revenue pipeline – existing & new clients
		- Tool 2 – revenue pipeline for recurring sales
		- Tool 3 – customer sales cycle track contacts and determine where there sales fall within the cycle
	+ A/B/C customers
	+ Lead Generation

**Strategy – The Business Roadmap – bring it all together**

* **Class 6** – Business Roadmap
	+ Review
		- Long Term Sales Plan
		- SWOT
		- Purpose
		- Vision
	+ Create SMART Goals
	+ Create Objectives
* **Class 7 –** Business roadmap continued
* **Class 8** – Presentation of the plan