

# GO FOR LAUNCH

ENTREPRENEURSHIP WORKSHOP



**STARTING  
OCTOBER 17, 2023**

Build from a new idea or expand on an already existing business in this eight-session, immersive workshop.

**BUSINESS PLANNING  
NETWORKING  
RESOURCES  
EXPERT GUEST SPEAKERS  
1:1 COACHING  
INVESTOR SHOWCASE**



## DETAILS:

- Entrepreneurs & Innovators Welcome
- Lessons & Materials Provided
- Proven Curriculum & Strategies
- Financial Assistance Available
- Sessions held 5-9 pm at Doane University Campus in Lincoln

**ONLY \$500  
REGISTER TODAY!**

Or join us on September 27th for a FREE informational Lunch and Learn

This opportunity is made possible in partnership:



**Entrepreneurship**  
Doane University

**LINCOLN**  
PARTNERSHIP  
FOR ECONOMIC  
DEVELOPMENT

# Session Descriptions

## Session One: From Idea to Business

In this session, participants will discuss how entrepreneurship is defined, explore their own motivations toward entrepreneurship, and identify personal and professional goals for business ownership. The different types of businesses will be presented with pros/cons of each as well as the basics of business planning. Participants will be exposed to strategies and tools for growing an idea into a potential business by creating solid problem statements.

## Session Two: Feasibility of Concept

Session two is where entrepreneurs learn the value of user discovery for their business problem/solution. They will learn important business terms and phrases and the research approaches used when proving concept for their ideas. This session is full of resources and tools used for confidently moving forward with a business effort.

## Session Three: Funding and Financials

The third class in this series is full of financial forward information. Participants become with familiar financial methods and models including the function of cashflow, start-up costs, business life cycle, valuation of time and service, return on investment, and financial proforma documents. Funding opportunities including venture capital, loans, grants will be discussed as well as financial management practices.

## Session Four: Brand Image and Advertising

This session is rich with tried-and-true marketing strategy based on theory with the influx of modern methods that work for today's consumer. Students will learn about building a solid, recognizable brand, including logo development, that leads to building effective marketing collateral. Participants will learn how to use the marketing mix theory to adjust their efforts and prepare and plan their marketing budget.

## Session Five: Marketing Strategies for Small Business

Participants in this session will learn how to use traditional and unconventional marketing methods including how to leverage social media and the influencer culture. Alternative strategies will be discussed and applied along with traditional tools like SWOT analysis, niche marketing and identifying the share of the market. Online marketing and e-commerce opportunities will also be explored.

## Session Six: Taxes, Business Structure and Accounting

In this session, participants will learn about the different methods of accounting for their businesses including best practices for record keeping and projecting income and expenses. The various financial statements will be reviewed. Experts will be available to help participants know what tax requirements exist in their industries and how to know which business structure fits with their model.

## Session Seven: Legal Issues and Protecting a Business

This session is packed full of important information for all business stakeholders. Entrepreneurs will learn about licensing and regulatory practices required in their business sectors and how to be sure they are using the best legal strategies. Participants will learn how to file their business with the secretary of state, how to protect intellectual property, the importance of contracts and how to protect a business with proper insurance coverage.

## Session Eight: Customer Service & Business Relationships

Entrepreneurs will discover how to build valuable business relationships in this session. With a focus on customer service, each person will identify key areas where they can create unique value for their patrons and learn how to deal with customer issues. The topic of community involvement and philanthropy will be discussed. Participants will put together a customer service plan including how to measure satisfaction and utilize customer relationship management systems as a good business practice.

## Final Session: Business Showcase

The workshop comes to a close with a celebration of each entrepreneur presenting their business idea and plan for moving forward. This culminating event brings together all stakeholders, partners, potential investors, mentors, and participants.

