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## Introducing this Class



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Start, Run & Grow Your Business course.bplans.com

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## Introducing Myself

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## Introducing Yourselves

- Stick to the time limit please
- Name, current business, new business
- Expectations

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**Objectives**

- Know how to start a business
- Understand risks, rewards, work
- Practical and real-world orientation
- Develop a business plan
- Get started

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**General Logistics**

- Email me at [email address]
- Call me at [telephone]
- Watch [web address] for syllabus, assignments, and announcements
- Campus office hours: call or email
- Send your work as email attachments
- You will do a business plan
- Things change: schedules, guests, etc.

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**Work Style**

- The reading matters
- Simple business writing
  - Spelling and grammar matter
  - Bullet points are fine
  - Keep it simple: use not utilize
- Presentations are essential
- Internet is essential
- Showing up matters

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### Course Contents

- Readings
- Classroom discussion
- Participation
- Classroom hands-on sessions
- Assignments
- Business plans
- Final presentations

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### Working with the Website

- URL needed
- Watch for announcements
- Watch for schedules
- Watch for resources, downloads, etc.

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### Readings



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**Working with the Software**

- I'm not technical support ... but support is available
- Mac users will have to use the lab, or use with parallels, boot camp, etc.
- If you prefer to work with Excel and Word or Apple Works or Microsoft Works, match the assignments.
- Repeat: call technical support

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**Working with Computers**

- Always take back-ups
- Print well in advance
- Change file names

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**Assignments**

- One-page Summary
- Market Analysis
- Estimated Sales Forecast
- Start-up Plan
- Estimated Profitability
- Summary memo
- Business Plan
  - Presentation
  - Written document

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