

"Start Up" Course Description

Start Up is a semester long course that guides prospective and existing business owners through the necessary steps to write a completed business plan, while testing the financial and market feasibility of their businesses.

The *Start Up* curriculum includes:

Financials

- Preparing a net worth statement and a personal budget
- Financial needs assessment
- Performance statements
- Financial packaging
- Breakeven analysis
- Cash flow analysis
- Taxes and bookkeeping
- Excel

Marketing

- Five P's of marketing: product, people, price, place, promotion
- Product description
- Customer profile
- Competition analysis
- Market research and analysis
- Marketing plan
- Pricing
- Promotion and advertising
- Using the internet for research
- Web based marketing

Business Management

- Visioning and defining success
- Developing support documents

- Create daily and long term plan of operations
- Developing systems and language to support your success
- Goal setting and action planning
- Time & stress management
- Assertive communication
- Presentation Skills
- Barriers to success and how to overcome them
- Developing your Board of Directors

Other

- Alternative funding sources
- Web and social network marketing
- Panel of WSBP graduates
- Tax and legal issues
- Mock lending interview
- Professional review of completed business plan

Start Up is held every fall from September – December and spring from late January – May.

Need Contact Info?

Call Ali Marchildon - 802-846-7338
WSBP Program Coordinator
for more information or visit our web site at
www.wsbp.org.

An application along with a \$25 fee and interview are required to take the course.

