

## 12-Week BBE Program Outline

<b>WEEK</b>	<b>Topics Covered</b>	<b>Deliverables and Expected Outcomes</b>
<b>1</b>	<b>Introduction</b>	Participants will receive classroom expectations, course objectives, syllabus, and tools and resources. They will introduce themselves and hear about one another's businesses/ideas. A concept validation exercise will prompt more practical thinking about business. Personal financial management and how this relates to business, including a personal budget, income, debt/liabilities, and assets will be discussed. This week's expected outcomes are to learn financial terminology and strategies to improve personal financial circumstances and understand the key role finances play in overall business success.
<b>2</b>	<b>Vision, Mission, and Values</b>	Participants will analyze their personal values, develop their vision and mission statements, and assess how their business values impact business operations. Expected outcomes for this week focus on participants clarifying what they want their individual businesses to accomplish and what to focus on in developing their businesses.
<b>3</b>	<b>Market Analysis</b>	Participants should learn how to identify and analyze their industries, customers, and competitors. This week's expected outcomes are for participants to understand how the external environment can impact their businesses and to clearly identify which market need their businesses will address.
<b>4</b>	<b>Products and Services</b>	Participants will describe their products and services. The expected outcomes for this week are for participants to learn the different ways their businesses can create value and for them to develop their business' value proposition.
<b>5</b>	<b>Operations/Business Plan Review: Feedback and Development</b>	Participants should describe their team and key activities, identify their business' strengths and weaknesses, and assess ways they might improve performance. Business plans at various stages of development will be submitted to the instructor for initial review and feedback. This week's expected outcomes for the class will be to have a better understanding of what operational components their businesses will need for success.
<b>6</b>	<b>Marketing Strategy</b>	Participants learn the concept of branding and consider how to make their business' brand consistent with their vision, mission, and values. The class will look at various marketing strategies to help discover which opportunities are best suited for their businesses. The expected outcome for this week will be development of a strong marketing strategy.

7	<b>Websites and Social Media/Slide Deck Review: Feedback and Development</b>	Participants will learn the importance of a well-designed website and how social media can play a large part in consumer interaction and marketing success. They will also submit their in-process pitch slide deck to the class facilitator for review and feedback. This week's expected outcome is for a greater understanding of how good and well-managed websites and social media have become critical components of today's marketing strategy.
8	<b>Business Finance</b>	Participants should assess their operational costs, revenue streams, debt/liabilities, and assets. The expected outcomes for this week are that participants learn how to analyze their businesses' profitability and create financially sustainable growth plans.
9	<b>Business Plan Development</b>	Participants will review each section of the business plan and identify any additional information required. This week's expected outcomes are that participants further refine and personalize their business plans using instructor feedback and what they have learned during the Basic Business Empowerment training to-date.
10	<b>Presentation Development</b>	Participants will be coached on the development of their individual pitch for the Week 11 practice presentation. The expected outcomes for this week are for participants to refine their presentation slide decks to concisely convey their vision, mission, value proposition, research of the industry, knowledge of the market, the value their business offers, products/services, and pricing. A pitch should cover all aspects of a business within a short predetermined amount of time.
11	<b>Practice Presentation/Feedback and Development</b>	Participants will engage in mock presentations to the class and receive constructive feedback to assist them in preparing for the final presentation. This week's expected outcomes are for participants to fine tune their pitch deck so they can clearly present their business with confidence within the specified timeframe, typically 4-minutes, and that they each finalize their draft business plan.
12	<b>Presentations and Submission of Participant Business Plans</b>	Participants will submit their business plans and pitch their business to a panel of guest evaluators using 10 slides or less. The panel will provide feedback on each participant's business concept. Expected outcomes for this week include each participant submitting a well-reasoned business plan and pitching their business covering all aspects of business development learned during the previous 12-weeks. After the presentations and the panel's feedback, Certificates of Completion will be awarded followed by a small graduation celebration.