Welcome to

*Start Smart: The Essential Business Plan (Accelerated)*

**Classes**

**Dates:** Thursdays (September 21 to November 16th)

**Time:** 5:30-8:30 pm (unless otherwise specified). Please note doors will lock at 5:40 pm.

**Location:** Langlade County Economic Development Corporation

NTC Antigo Campus

312 Forrest Avenue

Antigo WI 54409

623-5123

**Class Fee:** **$275.00** (Scholarships of $250.00 Are Available Upon Graduation of Course)

**Workbook Fee:** **$50.00 (Nonrefundable)**

# Syllabus

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| --- | --- | --- | --- |
| Instructor | Zach Popp |  |  |
| Office | LCEDC 312 Forrest Ave Antigo WI 54409 | E-mail | popp@ntc.edu. |

### Text:

Business Plan Basics, NxLevel Guide, 3rd Edition (2013)

### Description:

Participants will explore all major aspects of starting and running a small business. In this course, students can plan to move at a quick pace and will work to complete a thorough business plan.

### You will Learn:

* What it takes to be a successful entrepreneur
* How to develop and test your business concept
* How to select the best business entity option
* How to organize and manage your business
* How to research and market your business
* How to understand and get your financials in order
* How and where to get funding for your business
* How to determine feasibility of your business concept
* How to develop a network with other entrepreneurs

### Requirements from Student:

* Have a business idea
* Attend **EVERY** session.
* Pay all class fees in full by **September 21st.**
* Read workbook materials ahead of class.
* Complete all homework assignments/business plan sections.
* Complete your business plan to turn in on or before **November 16th.**
* Participate in class discussions and activities.
* Ask for assistance if needed.
* Expect 5-10 hours per week of homework/out-of-class commitment

Policies:

* Please arrive on time for class or notify your instructor in advance of anticipated late arrivals
* Please demonstrate sensitivity to your peers and respect the confidentiality of the topics discussed in class. Appreciate the diverse attitudes and opinions of your fellow participants.
* Please refrain from using your cell phone inside the classroom during class and set your phone to vibrate from 6 to 9pm. If you must take a call, please step into the hallway of the building.
* Due to the in-depth material offered and assignments of this program, missing classes will significantly impede your ability to complete your business plan. Please discuss any planned absence with Amber Miller in advance and contact her as soon as possible after an unplanned absence to strategize how to best complete the course work.
* Participants may be asked to leave due to any inappropriate or disruptive behavior

### Graduation of Series:

One the last day of class a graduation certificate will be presented to participates that accomplish the following:

* Attend every class.
* Pay class fees in full by **September 21st.**
* Read workbook materials ahead of class.
* Actively participate in class discussions, activities and networking.
* Ask for assistance if needed.
* Complete homework assignments/business plan sections.
* Make a business presentation on the last day of class.
* Submit a completed business plan with financials by **November 16th** toFacilitator, Zach Popp, or drop a hard copy at the LCEDC office.

Graduation Night/Presentations

On the last night of class we will provide cake, soda and paper products to celebrate the completion of the series. Each student will give a speech on where they are in the business planning process. Participants are encouraged to invite family and friends to the graduation celebration and to bring items for “show & tell.” The LCEDC Executive Board will be attending and will choose possible business plan winners that could qualify up to a $2,500 **matching grant** to use for start up or expansion costs of your business.

After the Class

* One-on-one review of your completed business plan is available.
* Ongoing resources and financing options are offered by LCEDC
* A variety of other workshops for start-up and growing businesses are offered.

Matching Grant Guidelines

**PROJECT GUIDELINES**

* Business must be located in Langlade County.
* Type of business must be compatible with what Langlade County Economic Development Corporation deems appropriate for the area.
* The program is based on a reimbursement system at a rate of 50% of eligible expenses up to a grant maximum of $2,500.00.
* Applicant must show paid receipts for eligible expenses.

**ELIGIBLE EXPENSES**

Eligible expenses to the business owner are expenses incurred while making the property fit for the business to open such as start-up costs including improvements to the property.

Eligible expenses include, but are not limited to:

* Rent payments
* Security Deposits
* Inventory Costs
* Property Acquisition Costs
* Improvements to the property

Labor costs will only be reimbursed if performed by a qualified third party contractor. Labor hours by the property owner are not eligible for reimbursement.

### Course Schedule:

| Class # | Topic | Required Reading/Assignment for next Class |
| --- | --- | --- |
| Orientation/Class #1 | Preparing for Success! (GS) |  |
| #2 | Business Concept |  |
| #3 | Business Organization (GS) |  |
| #4 | The Marketing Plan – Part 1 |  |
| #5 | The Marketing Plan- Part 2 (GS) |  |
| #6 | The Financial Plan – Part 1 (GS) |  |
| #7 | The Financial Plan- Part 2/Wrap-Up |  |
| #8 | Open Lab (6-8pm) |  |
| #9 | Graduation/Presentations (GS) (6-8pm) |  |
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