

NEXT Content Topics



1. SO YOU WANT TO START A BUSINESS - SO WHAT?

- Not pie in the sky easy
 - Business owner or individual contributor
- Tools available to help you figure this out
 - Briggs-Meyer, DISC, PQ profile for personality tendencies
 - What's your passion? Product, marketing, money)
- Business plan with projected revenue models
 - Timeframe to revenue
 - Ramp to profitability
 - Length and depth for runway to reach profitability and self sustaining
- SWOT type presentation
 - Who else is competition?
 - What can sink you and what can propel you?
- Board and potential advisors
 - Who is helping you both on and in your business?
 - What does that structure and frequency of engaging look like?

2. WHAT DO YOU WANT TO BUILD?

- Mission, vision, purpose
- Who are you and why do you exist?
- How will you know when you are successful?
- Scale
 - Business planning
 - What is hold/sell strategy?
 - Long term hold and taking distributions?
 - Method of distributions for a hold?
 - Frequency of distributions?
 - 4. Build and sell?
 - Who would be examples of buyers?

3. MARKETING

- Creating interest and leads
 - Social media
 - Website development
 - CRM's
 - Advertising placement and methods

NEXT Content Topics



4. OPERATIONS

- Wheel of Expertise
 - Business process
 - Who does what, when, and why
 - Needed labor
 - Needed equipment and space
 - Needed ingredients/raw materials
- Production of product or service
 - Replicable
 - Predictable
 - Scalable

6. HUMAN RESOURCES

- Hiring and firing policies
- Benefits
- Company Culture
- Diversity, Equity, Inclusion
- Sexual harassment, communications training

7. LEGAL

- Business license
- Entity formation
- Disclaimers
- Employment Agreements

5. FINANCE

- Cost of start up, operating and measuring results
- Throughput ongoing
- Banking
- Start up funding
 - Current liabilities and asset statement
 - How much do you have to put towards this launch?
 - Launch timing and money transfer
 - When are you looking to raise?
 - How much are you raising?
 - Valuation and math to support that
 - What is the vehicle type for the investment?
 - Discounts on investment value?
 - Percentage received for dollars in
 - Debt load – have you have boot strapped to date?
 - Any personal loans for the business?
 - Personal assets you have to pledge as collateral
 - Credit worthiness statement
- Grant funding
- Taxes, insurance, other costs
- Payroll
- Investment of proceeds