



Corry Small Business Jump Start Curriculum Outline



Session 1	<ul style="list-style-type: none"> • Introductions of members, General business knowledge assessment • Self-employment – pros / cons • Program benefits and resources review • Net worth statement • Expense notebook • Income & Expense Statement • Budgeting – personal / business • Credit reports / score • Developing personal and financial goals 	Session 5	<ul style="list-style-type: none"> • Defining your sales unit • Gross profit • Developing income projections • Cash flow projection • Walking tour of local downtown businesses
Session 2	<ul style="list-style-type: none"> • Developing a company mission statement • Defining business goals • Owners qualifications • Review business structure options • Business insurance, permits, licenses, etc. • Defining your target markets 	Session 6	<ul style="list-style-type: none"> • Developing a marketing plan • Review your target market • Marketing branding • Marketing methods – low cost -effective strategies • Summary marketing plan
Session 3	<ul style="list-style-type: none"> • Competitive Analysis – defining your market niche • Industry research methods • Review time management profile 	Session 7	<ul style="list-style-type: none"> • Record keeping retention • Income & expense statements • Balance sheet review • Tax time preparation
Session 4	<ul style="list-style-type: none"> • Start -up costs • Start -up capital – funding options • Overheads costs • Variable costs • Cost Summary 	Session 8	<ul style="list-style-type: none"> • Business plan development • Business tour
		Session 9	<ul style="list-style-type: none"> • Post program assessment • Evaluation • Participant recognition