

The NxLevel™ for Entrepreneurs course is designed to encourage business expansion in a community. It focuses on teaching the art of better business practices while producing a comprehensive business plan to guide business expansion decisions and activities.

Developed by entrepreneurs for entrepreneurs, NxLevel for Entrepreneurs is a 12-week course that will help you think strategically about your business. Certified instructors bring hands-on experience into an atmosphere that focuses on collaborative learning and networking. Like all of our business planning programs, NxLevel for Entrepreneurs combines this interactive instruction with one-on-one coaching, peer learning, local guest speakers and a comprehensive textbook and workbook.

### *Topics Covered*

#### **Introduction, Overview & Entrepreneurship**

Gain an understanding of the NxLevel™ Business Plan and begin to develop the business mission statement, goals and objectives.

#### **Planning & Research: Entrepreneurial Essentials**

Begin market/industry research through identification and usage of research resources.

#### **Organizational Matters: Management & Legal Structure**

Explore topics such as legal structure, taxes and regulations, risk management and employee issues.

#### **Marketing—“Behind the Scenes”: Analysis & Understanding**

Learn key concepts of analyzing your market including customer profiling and competitive analysis.

#### **Marketing—“On Stage”: Strategies, Tactics & Implementation**

Develop strategies based on the product, pricing, promotion and distribution elements of your business.

#### **Financial Overview: Books, Records & Controls**

Examine how your books and records become “the language of business.”

#### **Managing Your Money: Financial Planning, Budgets & Assumptions**

Understand how to develop and derive feedback from budgets.

#### **Managing Your Money: Developing and Using Cash Flow Projections**

Learn how to prepare and use the ultimate “management tool” – cash flow projections.

#### **Understanding and Using Your Financial Statements**

Take the mystery out your financial statements by learning how to use the numbers.

#### **Financing Your Business: Alternative Sources of Money**

Evaluate financing options and determine what works best for your business needs.

#### **The Deal Making Process: Negotiating in the Real World**

Develop an understanding of the negotiating process and techniques.

#### **Your Business Future: Managing Growth and Plan Completion**

What’s next? Growth? Expansion? What is the future of your business?