

## **NxLevel™ for Business Start-ups** *Course Description*



NxLevel™ for Business Start-ups addresses the questions every entrepreneur needs to answer before starting a business venture. During this 10-session course, you will develop a start-up business plan that will test the feasibility of your business concept and act as the blueprint for your start-up venture.

NxLevel for Business Start-ups will help you prepare to work through the various stages of business growth and development. Developed by entrepreneurs for aspiring entrepreneurs, NxLevel for Start-ups will help you develop your business skills and create a business plan for implementing your idea.

Certified instructors bring hands-on experience into an atmosphere that focuses on collaborative learning and networking. Like all of our business programs, NxLevel for Start-ups combines this interactive instruction with one-on-one coaching, local guest speakers and a comprehensive textbook and workbook. Support materials are available online in NxLevel's password protected Participant Resource Center.

### ***Topics Covered***

#### **Introduction: Are you Entrepreneurial Material?**

Gain an understanding of the importance of business planning and assess personal and business aptitude

#### **Developing your Business Concept**

Explore the differences between retail, service and manufacturing, identify sources of ideas for business opportunities, begin to develop concrete business concept through mission statement and goals

#### **Business Start-up Options and Market Research**

Explore business entry options, gain understanding of research tools, begin industry research I

#### **Business Start-up Options, continued**

Continue exploring entry options; develop product/services description for the selected business

#### **Business Fundamentals!**

Evaluate legal structures of business, determine ways to minimize asset risk, identify management and employee relations strategies necessary for business success

#### **Testing the Idea: Market Research and Analysis**

Learn key concepts, terms and "how-to's" of marketing

#### **Getting to the Market: Marketing Strategies**

Develop marketing strategies, explore differences between marketing and advertising, and learn to attract potential customers

#### **Understanding Budgets and Financials**

Understand budgets and cash-flow projections and their use as a management tool, develop "break-even" scenarios, and understand balance sheets and profit and loss statements

#### **Raising the Money**

Evaluate financing options and determine which is best for you

#### **Getting Started and Managing the Future**

Decide if your business is feasible and take the next steps