



## SmallBizU Course Overview

### Money Courses

#### **Creating A Loan Package**

140 Animated Slides

Approx. 2.5 hrs

This course details the exact set of steps necessary in preparing a comprehensive loan package request. Each of the forms and requirements are explained and included. From initial readiness tests to help with advanced topics such as U.S. Small Business Administration loans, this course lays it on the line concerning what a lender is really looking for and how they evaluate loan requests.

#### **Creating Financial Projections**

149 Animated Slides

Approx. 3.0 hrs

A comprehensive how-to look at creating projected income statements, cash flow statements, and balance sheets. An essential skill in securing outside financing and in managing a business.

#### **Finding and Attracting Investors**

138 Animated Slides

Approx. 2.0 hrs

The course presents practical tactics on how to identify and secure different types of capital including seed capital, angel capital, and venture capital. The process used by different kinds of investors is presented and the tools for completing the fund-raising process are presented. Special focus is given to the federal and state laws that govern the capital and securities process.

#### **Finding Money To Start A Business**

195 Animated Slides

Approx. 3.0 hrs

A comprehensive ten-part course on the tactics of how money is really raised for small business formation. The course examines the sources of available capital and an overview concerning the difference between debt and equity. The course walks you through the maze of financial terms and tactics necessary to successfully identify and secure money for a new business venture.

### Management Courses

#### **Crafting A Business Plan**

135 Animated Slides

Approx. 2.5 hrs

This course is about the craft of creating a plan for your business. The business plan is the essential document used to raise money for a business and communicate your business vision and strategy to your management team, suppliers, customers, and other stakeholders.

#### **Choosing A Legal Structure**

129 Animated Slides

Approx. 2.0 hrs

Every new venture has to work the complex decision of what legal structure to choose for the business. This course breaks down this decision into its essential characteristics simplifying the decision-making process.

#### **Strategic Planning and Execution**

183 Animated Slides

Approx. 3.5 hrs

This course presents the fundamental devices used in crafting a strategy for a business venture. The course puts forth the innovative mechanisms of internal and external strategy which are based on the findings of a new body of research into the strategy-making processes of successful growing ventures.

#### **The Entrepreneurial Strategies**

160 Animated Slides

Approx. 3.0 hrs

This course describes the available entrepreneurial strategies and how they are applied in the marketplace. For anyone starting or growing a business venture, the knowledge and skills underlying the entrepreneurial strategies are an essential part of any entrepreneur's toolkit.

### **Creating Buzz: Small Budget Marketing** 192 Animated Slides Approx. 3.5 hrs

Creating Buzz is one of the most comprehensive courses on how marketing is actually executed in a small business. The theory of creating buzz is that your primary investments should be time, energy, and imagination. Creating Buzz is packed-full of hundreds of strategies, checklists, and tips across the realms of network theory, positioning, advertising media, word-of-mouth campaigns, publicity, and public relations. From informal, easy-to-do tactics to full-fledged formal marketing plans, the lessons taught in this course are paramount to anyone growing an organization.

### **Marketing 101: The Fundamentals** 153 Animated Slides Approx. 3.0 hrs

This course describes the fundamentals of the most important aspect of any business: marketing. Learn the concepts taught in college-level courses in just a few hours including the "5Ps"—Product, Promotion, Price, Place, and Positioning.

### **Market Insight and Research** 161 Animated Slides Approx. 3.0 hrs

This course provides the process steps of conducting market research and the how the process differs for a small entrepreneurial venture as compared to a large corporation. Highlighted are the tools used to explore the external market environment, segment customers into target markets, and define the consumption chain for a customer segment. Data resources discussed include secondary market data available for researching your industry, customers, industry size, and sales potential.

### **Positioning** 108 Animated Slides Approx. 2.0 hrs

This course defines what positioning is and how it works as a communications tool to reach customers in a crowded marketplace. Positioning is about perceptions not products. Market strategy is therefore planned in the mind and not the marketplace. This positioning course puts forth and describes the available positioning strategies including the positioning of a leader, the positioning of a follower, and the tactics for repositioning the competition. It also presents the easiest way of getting into the prospect's mind and helps you to prevent the most common positioning mistakes.

### **Pricing Strategies and Tactics** 232 Animated Slides Approx. 4.0 hrs

This course explains what value is and why it's better to set prices on value rather than cost. An overview is presented of the 3Cs that influence price: costs, customers, and competition. Each of the available generic pricing strategies and techniques for segmented and lifecycle pricing are demonstrated, as well as, the effects of pricing psychology, and how pricing effects the other elements of your marketing mix.

### **Understanding Intellectual Property** 129 Animated Slides Approx. 2.5 hrs

This course defines exactly what a copyright, trademark, and patent are and what kinds of protection they might afford your business. The process of establishing such protection is presented for each kind of property. Also discussed are international intellectual property protection issues, as well as, important legal documents such as non-disclosure agreements.

### **The Entrepreneurial Master Class Curriculum (EMC<sup>2</sup>)**

Entrepreneurship is the mastery of economic creativity. As a practice, entrepreneurship has the power to transcend all organizations. The term refers not to an enterprise's type, size, or age but to a certain kind of activity. At the heart of that activity is innovation: the effort to create purposeful, focused change in a venture's economic or social potential. Entrepreneurship is not magic. It's a discipline. And, like any discipline, it can be learned and improved upon. The *Entrepreneurial Master Class Curriculum* is a learning system that places into action each of the fundamental principles of entrepreneurship. The system doesn't result in the creation of a "plan." Instead, it is a dynamic system based on learning, adaptation, and experimentation. The curriculum presents advanced level concepts such as: the creation of an entrepreneurial culture, the available entrepreneurial strategies and the strategy formation process, customer segmentation, market positioning, experimentation, combinatorial play, innovation, social entrepreneurship, and technological disruption.



## New Courses At SmallBizU

### Accounting 101

149 Animated Slides

Approx. 2.5 hrs

Take command of a bookstore and coffee bar and see how money moves in and out of a business learning the fundamentals of accounting at the same time. This course provides an in-depth look at each of the primary accounting transactions used in a business demonstrating how “the language of business” works. Without using any accounting jargon to begin with, the course demonstrates how to keep score in a business through a simple scorecard approach. When you are finished, you are shown that each of your scorecards represents one of the three primary financial statements used in managing a business.

#### Course Objectives:

- To discuss the three fundamental “scorecards” for keeping track of money in a business and to show you how each operates.
- To present the basic transactions that any business encounters including: money coming in, money going out, money owed to you, and money you owe.
- To present ways to manage cash and its flow through your business, as well as, dealing with large costs.
- To show you how to create and understand the balance sheet, income statement, and cash flow statements.

#### Course Outline:

1. The language of business
2. Keeping score in a business
3. Money coming in
4. Money going out
5. Money owed to you
6. Money you owe
7. Handling cash and large costs
8. The balance sheet
9. The income statement
10. The cash flow statement

### Buying A Business

221 Animated Slides

Approx. 3.5 hrs

A comprehensive course on how to buy the right business at the right price. Developed by entrepreneurs who buy businesses for a living, this course offers advice and wisdom in such areas as: the key questions to ask of any seller, the due diligence process, valuing a business and determining the offer, negotiation steps and tactics, and sample legal agreements.

#### Course Objectives:

- To help you understand the pros and cons of buying a business.
- To review the key questions you need to ask when buying any business.
- To demonstrate the best ways to negotiate the sale of a business to get the best price
- To checklist those items you need to collect when performing your research and due diligence.
- To present the factors involved in structuring the deal and obtaining financing.

Course Outline:

1. The pros and cons
2. Finding businesses for sale
3. The key questions to ask
4. Valuing the business
5. Negotiating the offer
6. Structuring the transaction
7. Financing the purchase
8. Performing due diligence
9. Creating a business plan
10. Post purchase priorities