

EntreDot 10-Week SIX STEPS TO SUCCESS Curriculum 2018 in Partnership with BUNKER LABS RDU. 2018 classroom and online sessions are being scheduled for Fayetteville, Pinehurst/Southern Pines, and RTP areas.

Purpose –The SIX STEPS TO SUCCESS Program is now fully formatted in a video instruction mode using Drop Box as the storage source. This allows EntreDot to provide an in-class curriculum as well as an online curriculum. The 10 week in-class curriculum will typically meet on Tuesday afternoon from 1-3 pm. Additional one on one mentoring will be available throughout the week in person or via phone/internet.

Tuesday class sessions provide details on creating a business plan, launching it into the market and running the business to achieve the entrepreneur’s business plan growth and profit objectives, and learning how to “tell your story”. During the curriculum, entrepreneurs are mentored through the steps necessary to achieve their near and long-term objectives, starting at whatever level of business maturity they have currently achieved. There is no educational pre-requisite and active 2-5-year-old businesses seeking to grow can benefit just as much as the true startup.

EntreDot has helped over 500 Main Street businesses successfully grow through this Program over the last seven years—with 85% of them still in business and achieving their dream of monetary reward and independence.

Course cost is \$500, payable by check or credit card prior to the first class. There are no refunds with one exception: if you are active or reserve military and deployed to a destination which does not allow you to attend class in person or online.

Before the first session – One week prior

- Email to Brad Lienhart (blienhart@entredot.org)
 - Completed Prep Test
 - Five written business objectives you want to achieve as a result of going through the 10-week Program—try to identify measurable objectives.
- These documents will be stored in the participant’s Drop Box folder
- All program presentations and templates are available on Drop Box

Week One: IDEATION Tuesday February 6, 2018: first Tuesday classroom session: 1:00 to 3:00 pm location TBA (Brad Lienhart instructor and mentor)

- Presentations
 - Introduction to BUNKER LABS RDU activity and 2018 calendar and the EntreDot SIX STEPS TO SUCCESS program
 - Ideation presentation and homework assignment-
- Mentor sessions scheduled one on one with Brad Lienhart
 - Review the Business Concept Template and start working on it
 - Review results of Prep Test

Week 2 – Conceptualization February 13, 2018 Tuesday 1:00 to 3:00 pm

- Presentations
 - Business Concept Template Overview
 - Conceptualization Presentation
 - Set up one on one mentor sessions.
- Homework –
 - Finish second leg of five leg Business Concept Summary
 - Be prepared to discuss your competitive environment
 - Prepare a Competition Matrix

Week 3 – Creation February 20, 2018 Tuesday 1:00 to 3:00 pm

- Presentations
 - Creation presentation
 - +/-Delta assessment – all
 - Set up one on one mentoring sessions
- Homework –
 - Continue work on Business Concept Summary
 - Refine anything further needed for your Business Concept Summary.

Week 4 – Marketing and Sales Strategy February 27, 2018 Tuesday 1:00 to 3:00 pm

- Presentations
 - Marketing Plan
 - Sales Channel Strategy
 - Set up one on one mentoring sessions
- Homework –
 - Complete Marketing and Sales Strategy leg of Business Concept Summary.

Week 5 – Accounting and Financing March 6, 2018 Tuesday 1:00 to 3:00 pm

- Presentations
 - Bookkeeping and Accounting
 - Financing Options
 - Set up one on one mentoring sessions
- Homework –
 - Complete a cash budget
 - Write out financing plan as fifth leg of Business Concept Summary

Week 6 – Digital Marketing and Sales Funnel March 13, 2018 Tuesday 1:00-3:00 pm

- Presentations
 - Digital Marketing
 - Building a successful sales funnel
 - Set up one on one mentoring sessions

- Homework-- finish Business Concept Summary

Week 7 – Preparation March 20, 2018 Tuesday 1:00 to 3:00 pm

- Presentations
 - Preparation
 - Launch plan
 - Set up one on one mentoring sessions
- Homework –
 - Begin work on 5-minute pitch

Week 8 – Commercialization March 27, 2018 Tuesday 1:00 to 3:00 pm

- Presentations
 - Commercialization
 - Processes and Systems to run a commercial business
 - Set up one on one mentoring sessions
- Homework –
 - Complete Pitch outline and practice
 - Prepare full business plan if needed

Week 9 – Telling Your Story April 3, 2018 Tuesday 1:00-3:00 pm

- Presentations
 - Practicing Your Story presentation
 - Review business plans with pro-forma cash flow statement
- Homework
 - Retake the Prep Test to measure progress

Week 10 – Pitch Competition April 10, 2018 Tuesday 1:00 to 3:00 pm

- Presentations (2.0 hours)
 - Expert feedback from judge's panel
 - 5-minute presentation
 - 5 minutes of feedback
 - Graduation ceremony with certificates of completion
 - Schedule any follow-on mentoring

For additional information and registration contact Brad Lienhart, EntreDot
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