

# business start-ups workbook & resource guide

*course overview*

- Session 1.** Introduction/Are You Entrepreneurial Material?
- Session 2.** Developing Your Business Concept
- Session 3.** Business Start-up Options (1) & Market Research
- Session 4.** Business Start-up Options (2)
- Session 5.** Business Fundamentals
- Session 6.** Testing the Idea: Market Research & Analysis
- Session 7.** Getting to the Market: Marketing Strategies
- Session 8.** Understanding Budgets & Financials
- Session 9.** Raising the Money
- Session 10.** Getting Started & Managing the Future

start-up