



Executive Presentation:
Entrepreneurship

By Robert V. Connolly

*"The only place where success comes before work is
in the dictionary."
-- Vidal Sassoon*

Introduction

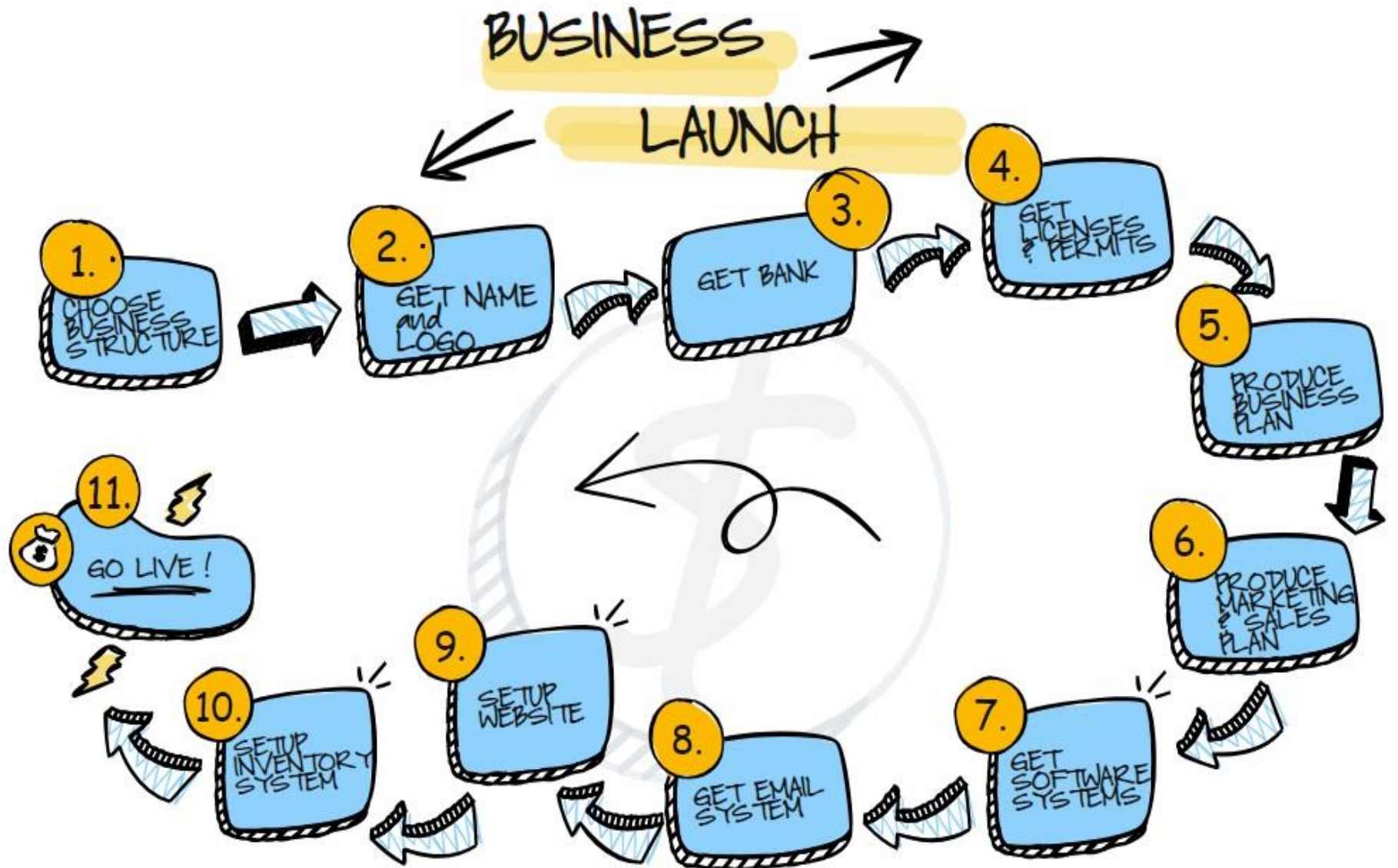
- Course Objective:

 - ***“To identify the core steps required to start and grow a business.”***

- Enabling Objectives “Starting a Business 101”

 - 👉 **To Learn all 4 Phases of the Structured StartUp Methodology**
 - 👉 **Know before you go.**
 - 👉 **Conducting Business Research**
 - 👉 **Building your Business Plan (and this is not an Academic exercise!)**
 - 👉 **Implementing your Business Plan**
 - 👉 **Managing the Business**

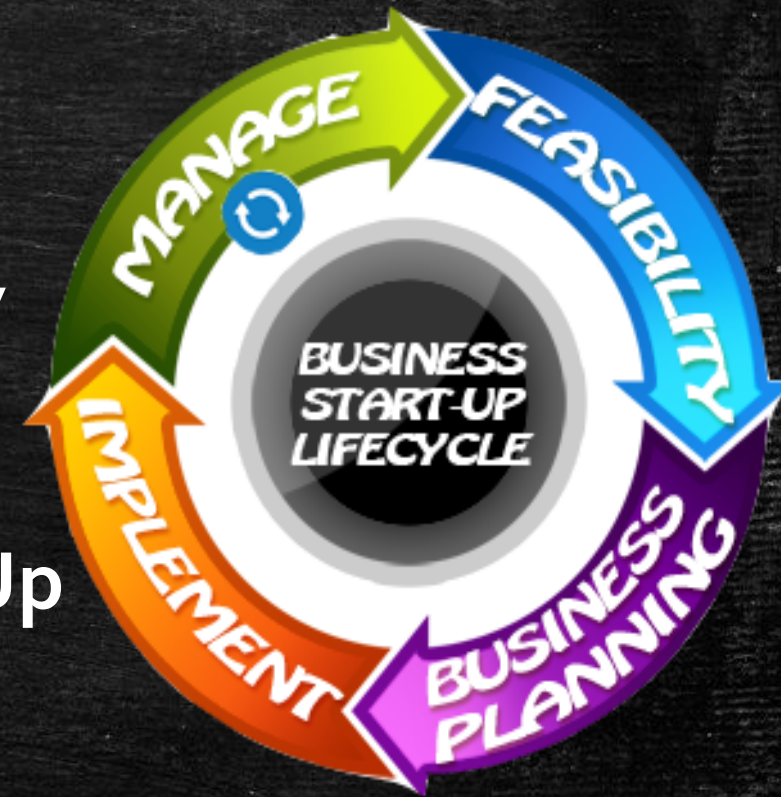
We're heading here... an exciting place to be!



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- What To Know Before You Go
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The image features the 'SHARK TANK' logo in a bold, blue, 3D font with a serrated edge on the letter 'K'. The logo is centered in a dark blue, underwater environment. Sunlight rays stream down from the top, illuminating the scene. Numerous sharks are swimming in the water, and a shark's head is visible in the foreground at the bottom center. The background shows a grid-like structure, possibly a tank or a building facade, partially obscured by the water and light.

SHARK TANK

What do the ask all the time?



"What's your idea?"



"Do you have a patent?"



"What do you project your sales to be this year?"

"What were your sales last year?"

"What's your cost to make one?"



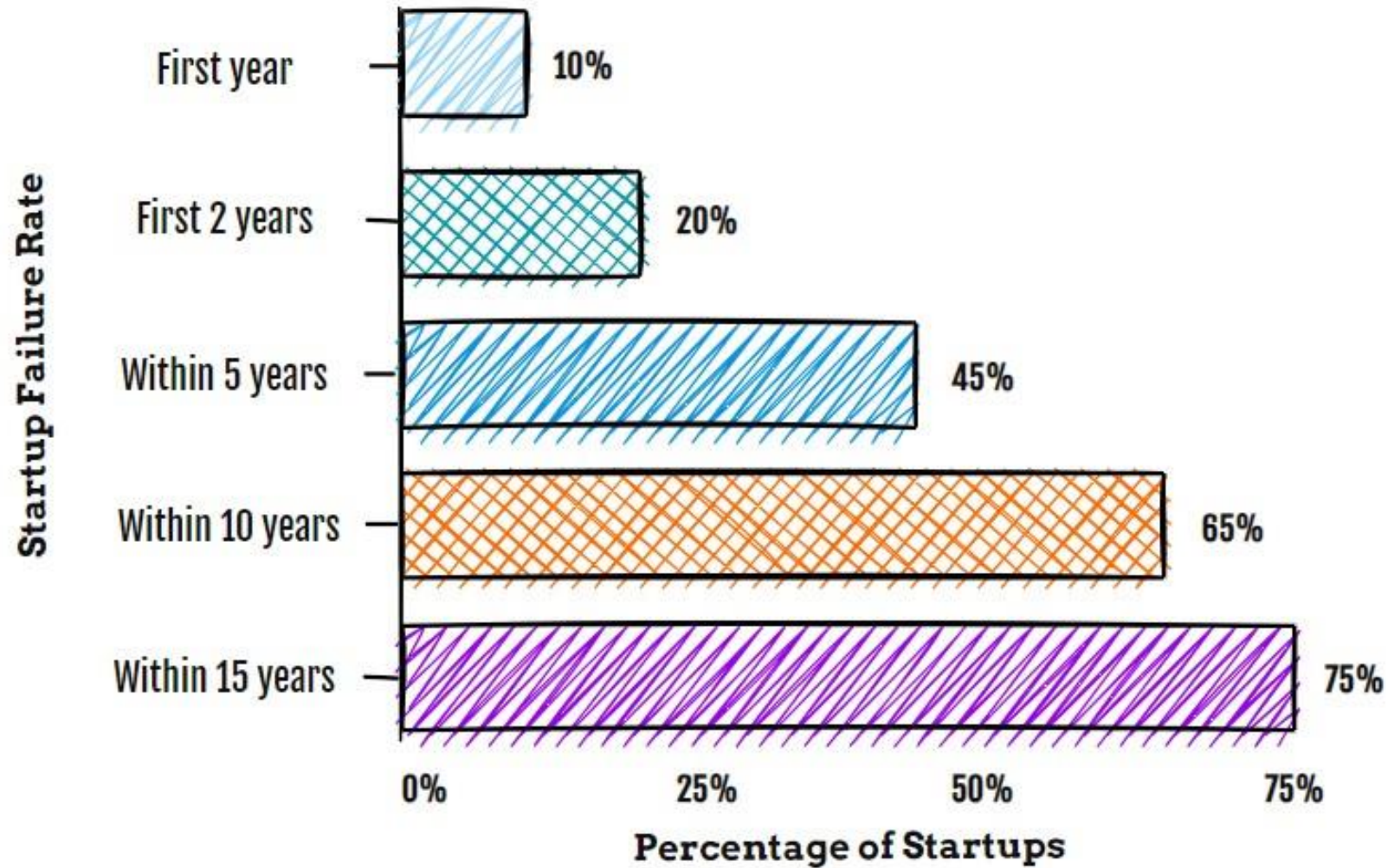
"Any debt? How much?"

"How much do you sell it for?"



"How much time and effort will you be contributing?"

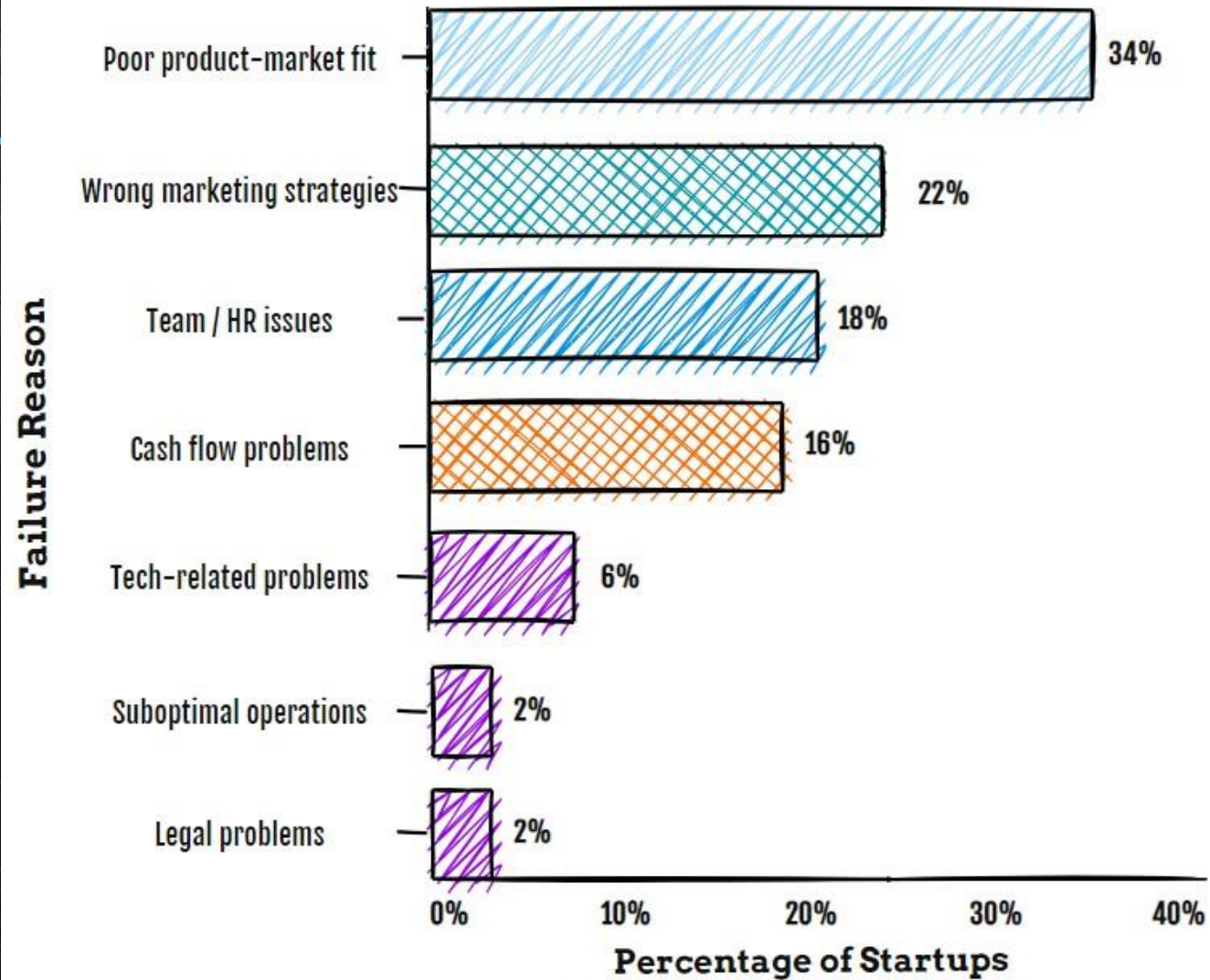
Startup Failure Rates*



* US Bureau of Labor Statistics, Small Business Trends

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Why Do Most Startups Fail? *

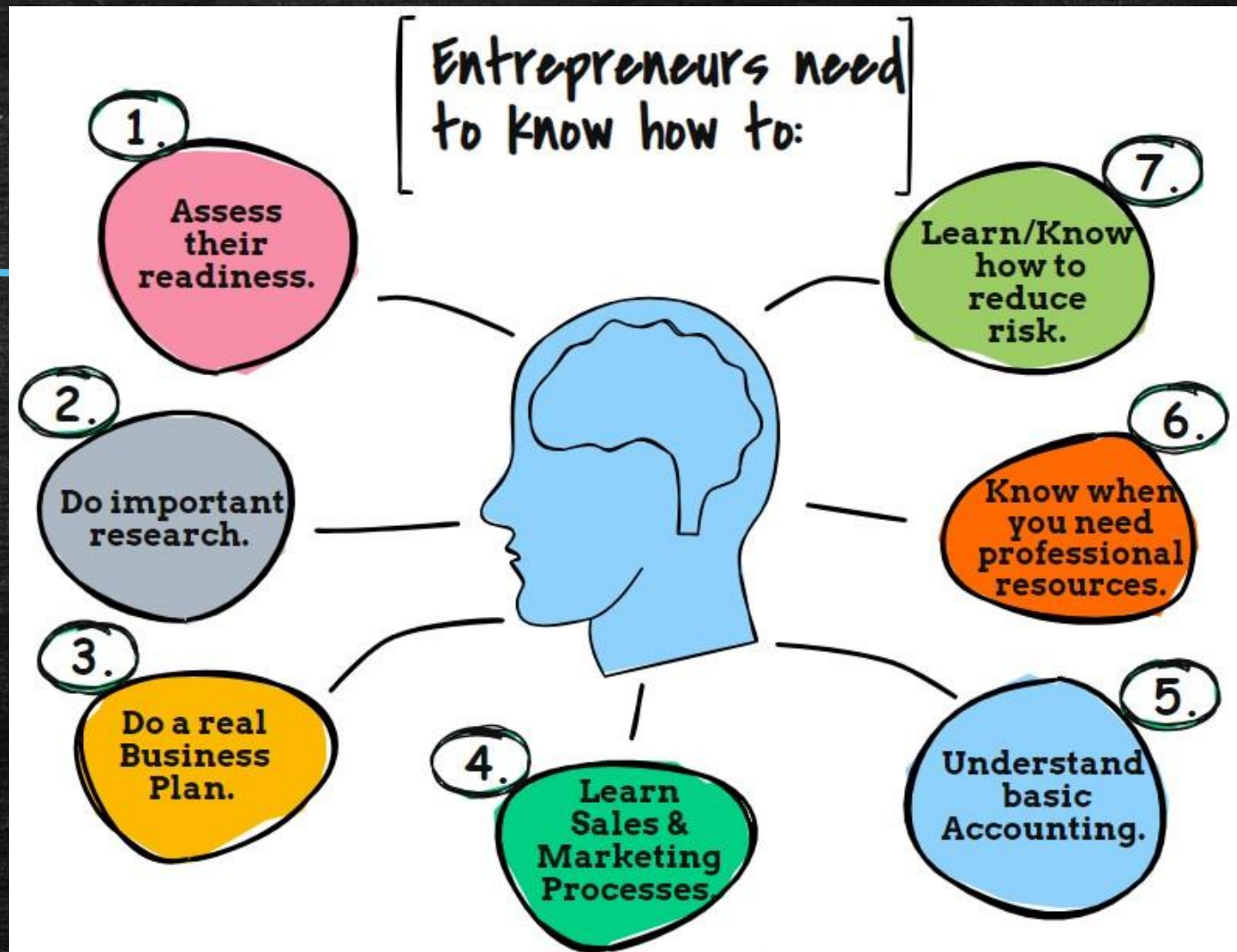


* US Bureau of Labor Statistics, Small Business Trends

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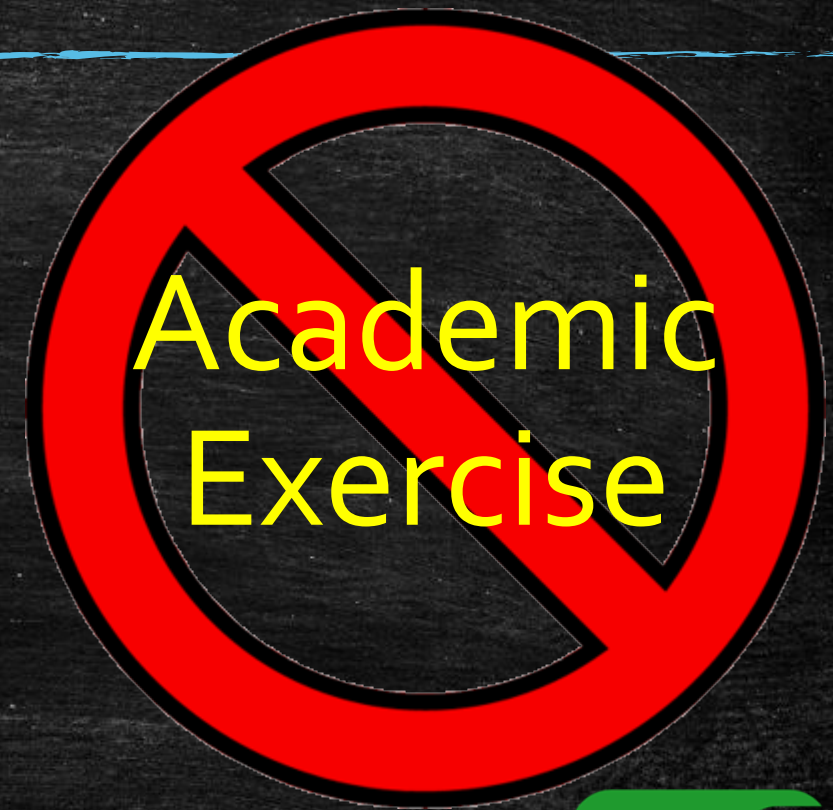
Introduction

Instructor/Entrepreneurs Need to Know



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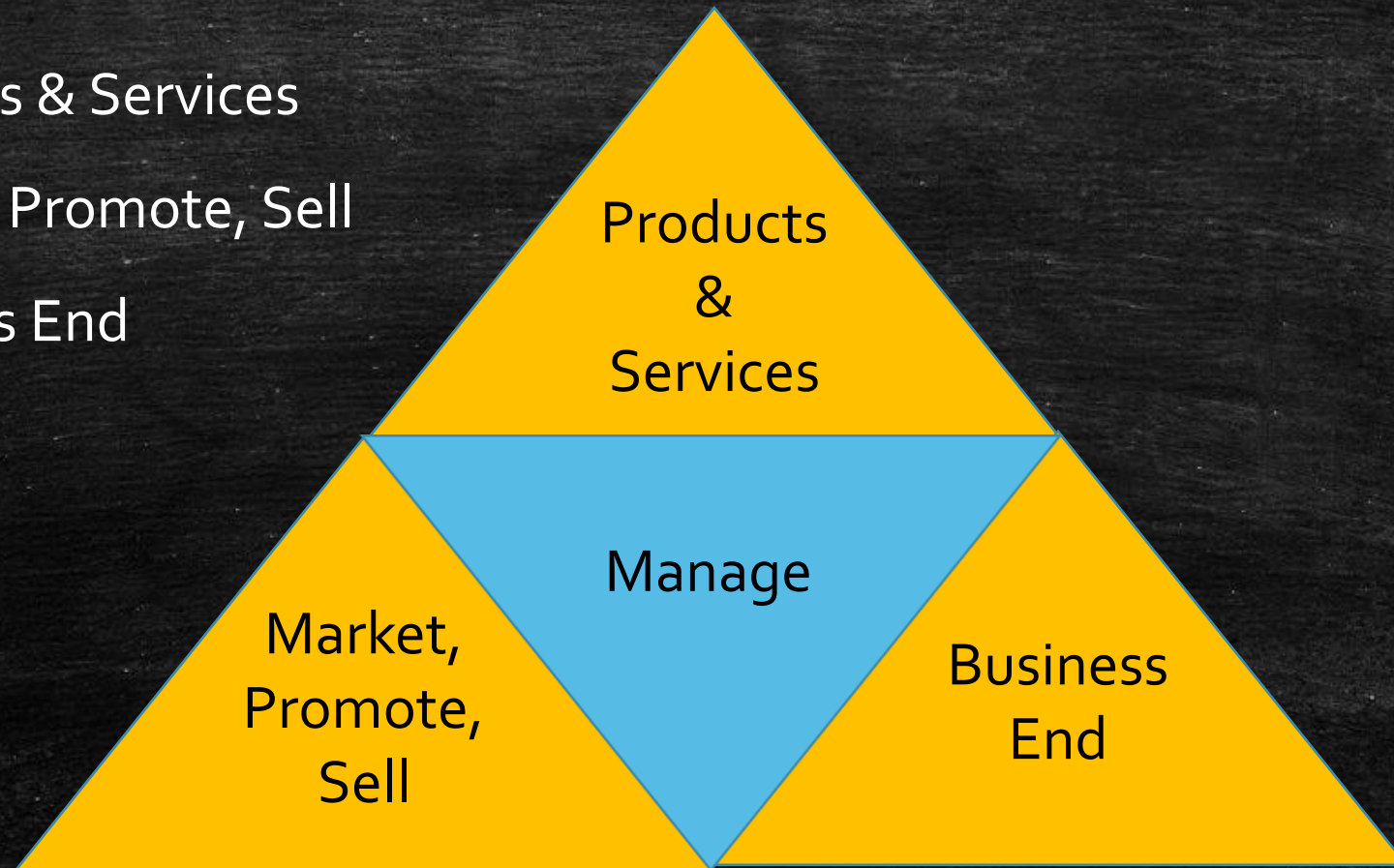
What to know before you go.
PLAN like never before.



Introduction

What is a Business?

- Products & Services
- Market, Promote, Sell
- Business End
- Manage

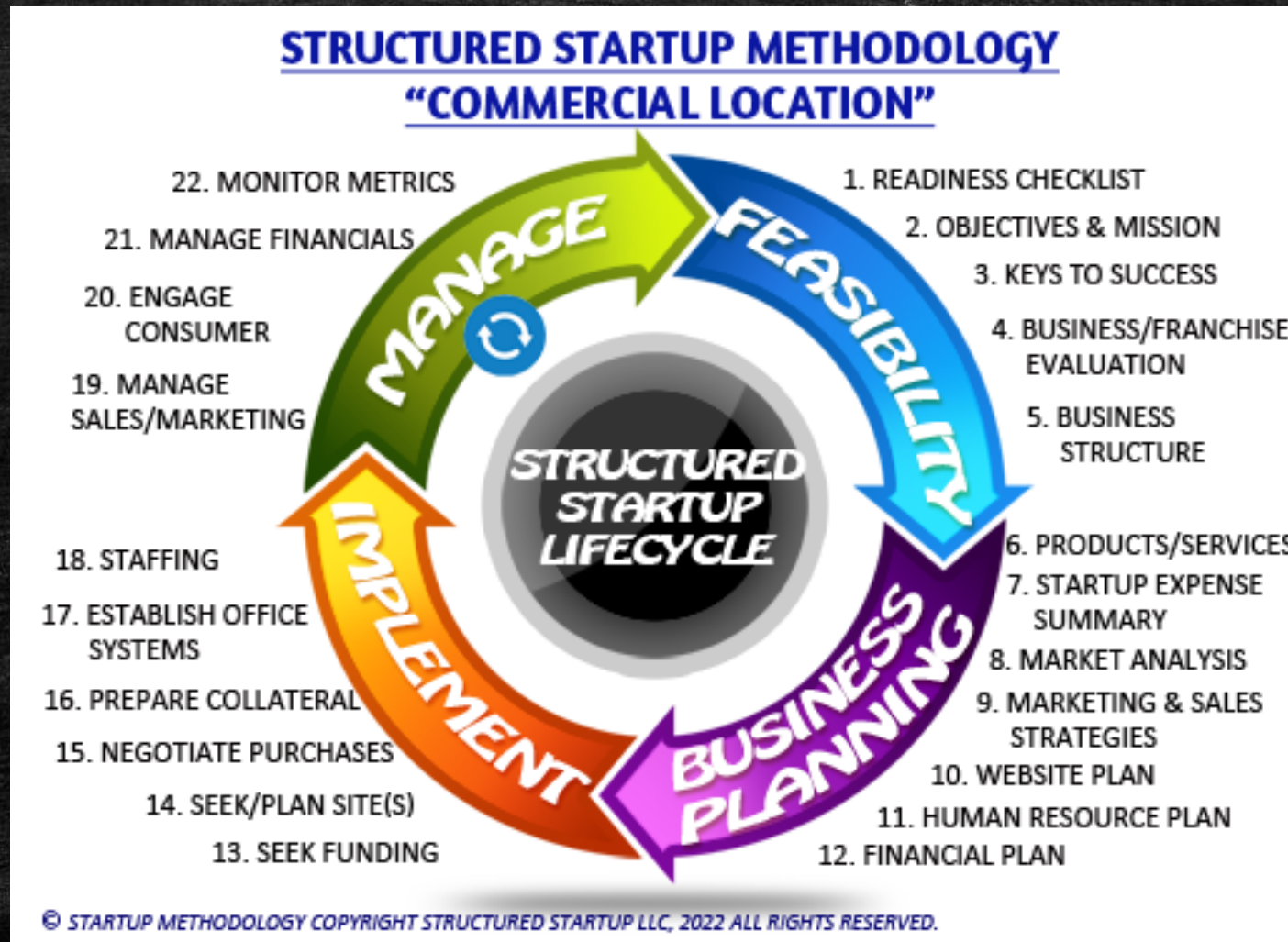


Customers, Customers, Customers!



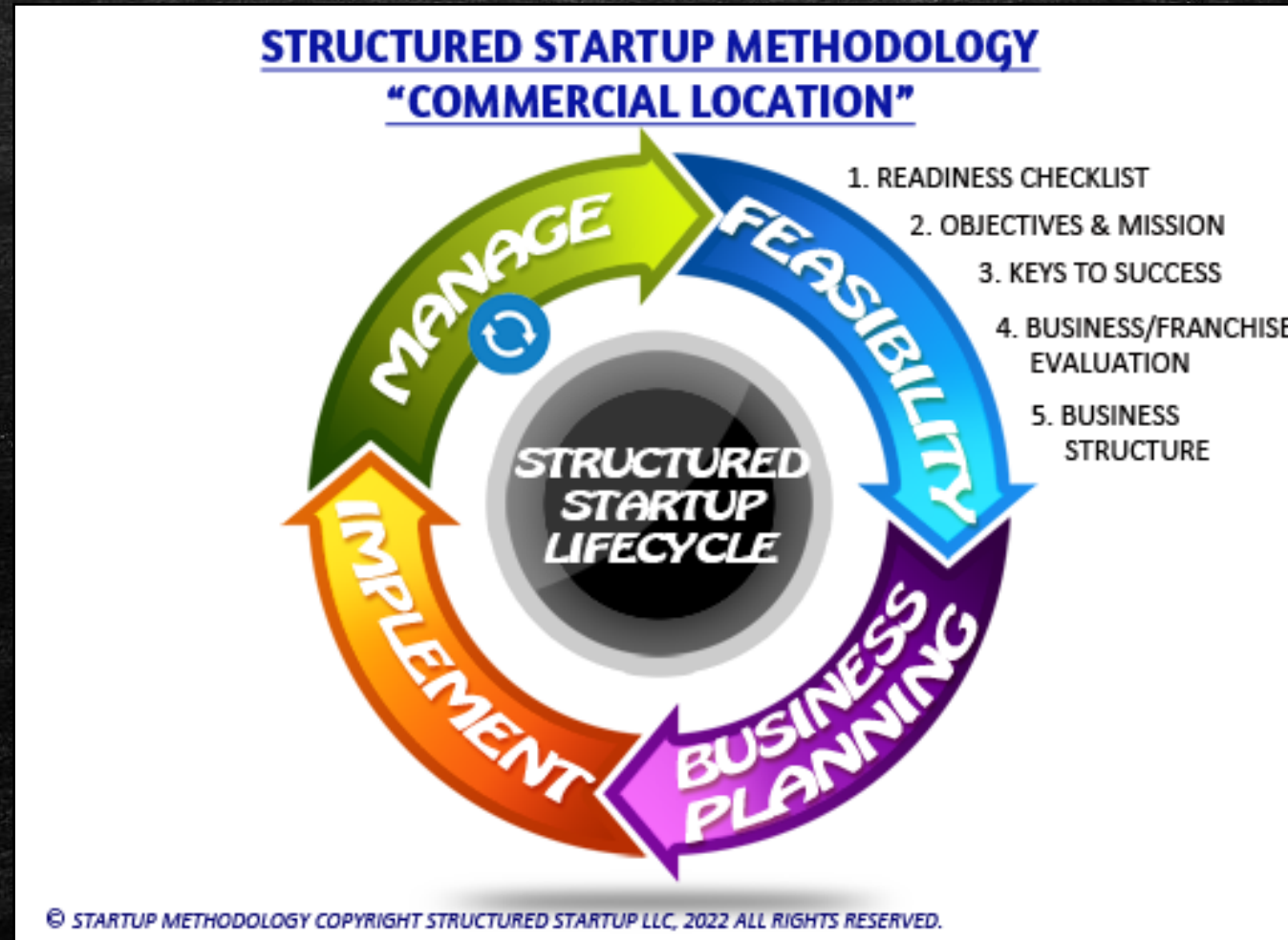
The Iterative Business Model

The Commercial Location StartUp Methodology



The Business StartUp Methodology

Feasibility Phase



1. Readiness & Personal Goals & Objectives Worksheet.
They should ask themselves, “Am I Ready?”



- Personal Goals & Objectives Worksheet.
- Readiness Checklist

Feasibility Phase

2. Objectives, Mission
3. Keys to Success



Feasibility Phase

4. Business/Franchise Evaluation



Business Evaluation Checklist – Buy vs. Build?



[Business Evaluation Checklist](#)



[Franchise Evaluation Worksheet](#)



Feasibility Phase

5. Business Structure



Considerations for choosing the Legal Form for your Business Structure.



Legal Form for your Business

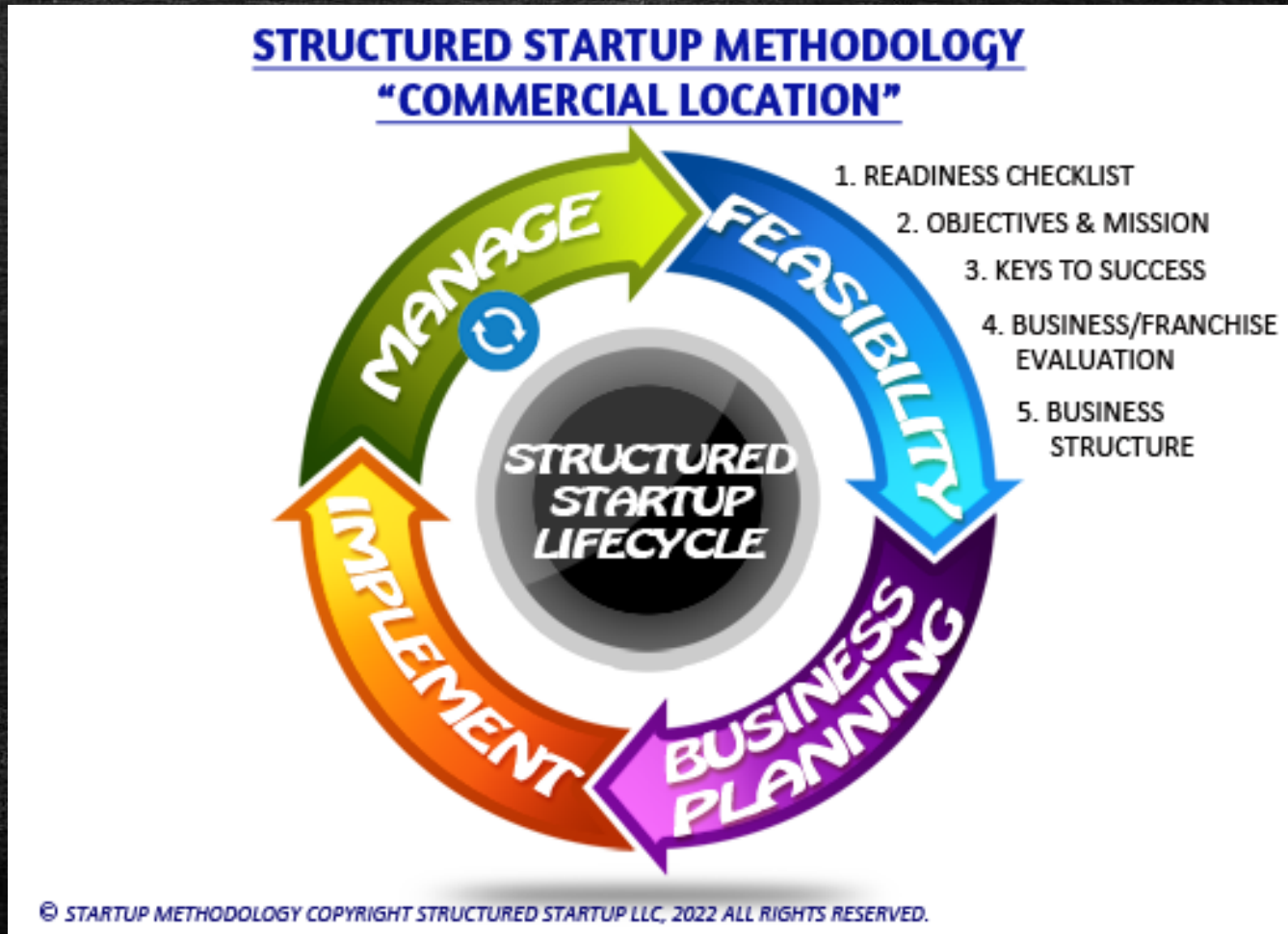
Feasibility Phase Summary



- ☑ **Customers...** You really need them.
- ☑ **Customer needs...** A business must fulfill some type of customer need.
- ☑ **Make sure there is a market** for your product or service if not, the business will likely fail... **don't be the one that fails.**

Feasibility Phase

Q & A...



*End of sample
courseware.*