**FastTrac® Early Risers Academy**

Sample Curriculum

Facilitator: KeAnna Daniels

**Program Description:**

Early Risers Academy is a 10-week business building bootcamp that helps take ideas to reality and helps build solid business foundations and structure. This program is for individuals who are both aspiring and existing. Our goals are to help startups and growth stage businesses build scalable businesses, to increase connections to the available entrepreneurial resources in and outside of the Dayton region, to build confidence, and to encourage cultural hands-on experiential learning. Participants will leave better suited to apply for programs that are next level as well as accelerators, pitch competitions, and investor seed funding. Participants will also have an opportunity to learn and grow alongside other ambitious innovators on the entrepreneurial journey.

**Resources:**

* FastTrac online content
* Guest speakers/Subject Matter Experts
* Access to Dayton’s Entrepreneurial Resources
* Connections and Introductions

**Desired Outcomes:**

* Participants can apply the key elements of successful entrepreneurship
* Completed business model canvas
* Pitch Deck and Pitch Competition
* Launch and/or grow business

**Requirement to Complete:**

* Attend full 10 weeks of in session meetings (may not miss more than 2 sessions; notification to facilitators is required)
* Online homework
* Pitch deck
* Business model canvas
* Pitch competition

**Tentative Schedule:**

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| **Week** | **Date** | **Topic** | **Session includes:** |
| 1 | Jan 18 | Phase I: IdeateModule I: The Entrepreneurial Lifestyle* What are the characteristics of a successful entrepreneur?
* What are my entrepreneurial traits?
* What is my personal vision?
* Does my idea fit with my personal vision?

Module II: From Idea to Business Concept* How do I decide if my idea is worth pursuing from a market perspective?
* What’s my risk tolerance?
* Should I think about co-founding?
 | -Group share key take-aways from homework-Elevator pitch & discussion-Program expectations  |
| 2 | Jan 25 | **Phase II: Position**Module I: Market Research* Is there opportunity?
* Are there customers?
* Is there a path to reach them?
* Who are my competitors?
* How will I compete?

Module II: Business Model Design* Why is the design process so important?
* What are some examples of business models?
* Am I building, borrowing, or tweaking a business model?
* How does my business model work?

Module III: Pricing Strategy* How much should I charge?
 | -Group share key take-aways from homework -In-class exercises, Guest speaker, Q&A**Homework:**-As you do the homework, use this time to begin filling out the **Customer Relationships and Key Activities** section of the Business Model Canvas. **\*\*\*Pro Tip:** It is highly encouraged to fill out the Business Model Canvas **over** the course of the 10 weeks as it aligns with your homework given by the online curriculum each week. Your time in the course will be much smoother.  |
| 3 | Feb 1 | Module IV: Legal Strategy* What are the different legal structures?
* How do I decide which one is right for my business?

Module V: Business Exits* How might I exit my business when the time comes?
 | -Group share key take-aways from homework -**Elevator Pitch!** -Guest speaker, Q&A**Homework:** Begin building your pitch deck with the information you have. You can always update the information as you gain new knowledge. **\*\*\*Pro Tip:** Don’t wait until the last minute to start your pitch deck. |

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| 4 | Feb 8 | **Phase III: Commit**Module I: Reaching the Market* What do I want my brand to communicate?
* How can I best communicate that brand message?
* Will my marketing reach my customers?

Module II: Distribution and Sales* How will I distribute my product?
* How will I sell?
 | -Group share key take-aways from homework -In-class exercises, Guest speaker, Q&A**Homework:**-As you do the homework, use this time to begin filling out the **Distribution Channels and Customer Segments** section of the Business Model Canvas. **\*\*\*Pro Tip:** It is highly encouraged to fill out the Business Model Canvas **over** the course of the 10 weeks as it aligns with your homework given by the online curriculum each week. Your time in the course will be much smoother.  |
| 5 | Feb 15 | Module III: Financial Management Cycle* What is the financial planning cycle?
* Why is profitability an important goal for my business?
* How do the balance sheet, income statement, cash flow statement help me understand how my business is performing?

Module IV: Sales Projections* How do sales relate to profitability?
* What are three ways to project sales?
* What is the purpose of writing sales assumptions?

Module V: Cost Projections* What are different types of startup costs and how are they estimated?
* How does the cost of goods sold and operating expenses relate to profitability?
* Why does the way inventory is managed have an impact on profits?
* What are the three functional areas of operating expenses?
 | -Group share key take-aways from homework -In-class exercises, Guest speaker, Q&A**Homework:**-As you do the homework, use this time to begin filling out the **Revenue Streams and Cost Structure** section of the Business Model Canvas. -Your pitch deck should be about halfway complete. If it isn’t, make this a priority and begin practicing. **\*\*\*Pro Tip:** It is highly encouraged to fill out the Business Model Canvas **over** the course of the 10 weeks as it aligns with your homework given by the online curriculum each week. Your time in the course will be much smoother.  |
| 6 | Feb 22 | Module VI: Intellectual Property* What is intellectual property (IP)?
* Why does IP matter?
* How can you protect your IP, externally and internally?

Module VII: Complying with Laws, Regulations, and Contracts* What federal, state, and local laws do I need to comply with?
* Will I be signing contracts? If so, am I equipped to review and negotiate them?
 | -Group share key take-aways from homework -**Pitch Practice!!!**-Guest speaker, Q&A**Homework:**-As you do the homework, use this time to begin filling out the **Value Proposition and Key Resources** section of the Business Model Canvas. -Continue adding to your pitch deck and **Practice!****\*\*\*Pro Tip:** It is highly encouraged to fill out the Business Model Canvas **over** the course of the 10 weeks as it aligns with your homework given by the online curriculum each week. Your time in the course will be much smoother.  |
| 7 | Mar 1 | **Phase IV: Refine**Module I: Building the Organization and Team* How will you fill out your management team?
* How might your role change as the business evolves?
* How can you hire the best people for your team?
* What sort of outside resources should you bring in, and when?
* Do you need an advisory board or board of directors?

Module II: Your Cash Needs and When You Might Earn a Profit* What is the difference between cash flow and profits?
* How can you use the cash cycle to project cash flow?
* What is the significance of your company's break even point?
 | -Group share key take-aways from homework -**Pitch Practice!!!** -Guest speaker, Q&A**Homework:**-As you do the homework, use this time to begin filling out the **Key Partners** section of the Business Model Canvas. -Continue adding to your pitch deck and **Practice!****\*\*\*Pro Tip:** It is highly encouraged to fill out the Business Model Canvas **over** the course of the 10 weeks as it aligns with your homework given by the online curriculum each week. Your time in the course will be much smoother.  |
| 8 | Mar 8 | Module III: Refining Financial Assumptions and Seeking Funding * How do I know if my business is viable?
* What is my funding need and what is my funding goal?
* Where will I look for funding?
* How do I approach funders?

Module IV: Putting Together a Business Plan* Do I need a business plan?
* How do I polish and present my plan?
 | -Group share key take-aways from homework -**Pitch Practice!!!** -Guest speaker, Q&A**Homework:** -Start making final touches and **Practice**!-Your Business Model Canvas should be complete. Review and revise it. Does it tell the high-level story of your business?  |
| 9 | Mar 15 | **Phase V: Launch**Module I: Launch* Am I ready to launch?

Module II: Leading the Organization * What is my role as CEO and how might it change?
* Do I have the right people on my management team?
* How can I improve the way I lead people and manage work?

Module III: Culture* What does a strong company culture mean to you?
* How will you communicate your company's values to your employees and the market?
* How can you reward success?
 | -Group share key take-aways from homework -**Pitch Practice!!!** Guest speaker, Q&A**Homework:** -Your pitch deck should be complete and ready to pitch. Review, Revise, and **Practice** using a stopwatch or timer. -**Your Business Model Canvas should be complete and ready to share!!!** |
| 10 | Mar 22 | **Phase V: Launch**Module IV: Measuring and Analyzing Financial Results* How do I measure my financial results?
* How can I analyze and maximize my profits?
* How can I improve inventory management and increase the efficiency of my collections process?
* How are liabilities related to cash flow?
* How do operating controls influence profit performance?

Module V: Process Optimization * How can you set up a system to document workflow?
* How will you measure human and financial performance?
 | -Group share key take-aways from homework -**Pitch Practice!!!****-Pitch Competition is Thursday, March 24, 2021 5:30-7:30 pm!** |