

Content Areas	Small Business Startup	
Audience	Everyone	
# Modules	10 Total	
Instructional Time	:90 Minutes Each 15 to 30+ Hours	
Format	Video Lectures Business Plan Creation Case Studies Discussion Questions	
Availability	DVD Online	



Learning Framework

Open to Venture teaches how to start a small business with facilitated instruction: Video lectures, dozens of step-by-step business plans, and interactive case studies that ask "What would you do?"



OPEN TO VENTURE

How It Works

Open to Venture consists of 10 video lecture topics, facilitated discussions, quizzes, and YOUR CHOICE of activities, depending on the learning level of your audience and the instructional time available.

BASIC (Least Time)



Video Lecture



Discussion Questions



Quiz & Optional Essay



Stand-Alone Activity

INTERMEDIATE (Average Time)

BASIC, PLUS...



Business Plan Creation Activity This is a building block process across all 10 topics. It is RECOMMENDED but may be too complex or time intensive. May be used *in lieu of* or *in addition to* the stand-alone activities (which are generally quick & fun).

ADVANCED (Most Time)

INTERMEDIATE, PLUS...



Interactive Case Studies

For the most robust experience, miniature case studies allow students to apply concepts to real-world situations. They work in teams to solve problems. These can up to DOUBLE instructional time.



In-Depth

OPEN TO VENTURE

Video Topics

Topic	Overview	Biz Plan Activity
On Your Own	The big picture. Defines small business ownership, explains pros/cons of the path, traits of successful entrepreneurs, identification of competencies, and ways to use the skills gained in the course.	Self-reflection on key traitsAnswering 10 tough questions
Risk	Examines the financial and personal requirements of successful startup, frames the risks, outlines basic economic theory, and discusses business ethics.	 Selecting a business concept Reviewing personal risk factors Creating a personal budget
Strategic Direction	Defines generic firm strategies, assessing your strategic direction, using business strategy tools like S.W.O.T. analysis, and creation of a mission statement.	Summarizing the business conceptAnalyzing SWOT/DifferentiationDrafting a Mission Statement
Marketing & Sales	Defines concepts of product, price, promotion, and place. Offers specific tactics for connecting with customers, for selling, and for customer service/relationship management.	 Decisions on the 4 Ps Emphasis on pricing, driven by desired hourly wage rate
Operations	Explains sourcing, production, and delivery. Reviews tools for production and operations management such as task lists, schedules, project plans, and inventory control.	 Decisions/costing for equipment, materials, and consumables Space and transportation choices
Finance & Accounting	Defines the big three financial statements: Income statement, balance sheet, and cashflow statement. Looks at budgeting processes and explains fixed vs. variable cost. Reviews bookkeeping methods.	Creating an operating budgetCreating a startup budget
People, Process, & Technology	Examines the role of supporting business functions including people leadership/management, the value of process thinking, and the use of technology. Offers specific tactics for executing on each.	Practicing process thinkingReflecting on people/tech needs
Back Office	Outlines the specific tasks required to start/run a small business including legal formation, licensing/ permitting/inspections, bank account setup, office and equipment purchase and contracting.	 Compiling necessary back office to- dos and prioritizing them
Return	Examines different types of return in business (financial and non-financial). Offers a method to maximize returns called the Triage method. Discusses common funding sources and pros/cons of each.	Practicing the triage methodSizing up funding sourcesConducting breakeven analysis
Grow or Exit	Offers strategies for growth through increased sales or cost cutting methods. Details the product innovation pipeline, continuous improvement thinking, and info on winding down a firm if needed.	Developing growth optionsCreating continuous improvement



Guided



Business Plan Activity

Students will pick one of 35 business concepts (or create their own). After each video lecture, they will work on a related part of their business plan.



These business concepts map to commonly taught vocations and trades, and can all be started on a total budget \$7,500 or less (often much less).

Is there another plan you need? support@acceleronlearning.com

- Appliance Repair/Tech
- Artist/Craftsperson/Maker
- Basic Auto Maintenance/Repair
- Basic Auto Body/Dent Removal
- Beekeeper
- Braille Transcriber
- Bricklaying/Stone Masonry
- Carpentry
- CNC Machine Programming
- Comm. Tech/Audio Visual Install
- Computer-Aided Design
- Computer Maintenance
- Cosmetology/Barber
- Desktop Publishing & Admin Services
- Driver (Rideshare, Delivery etc.)
- Electrical Trades
- Event Planning & Hospitality
- Food Vendor

- General Home Repair
- HVAC
- Independent Customer Service Rep
- Interior Design/Decorating
- Janitorial/Housekeeping
- Landscape Design/Maintenance
- Metal Fabrication & Welding
- Painting/Drywall
- Pet Care
- Photography/Videography
- Plumbing
- Roofing
- Shoe Shine
- Small Engine Repair
- Software Coding/Web Design
- Wash & Detail (Car, Boat, etc.)
- Create Your Own (Describe)



Interactive



Case Studies

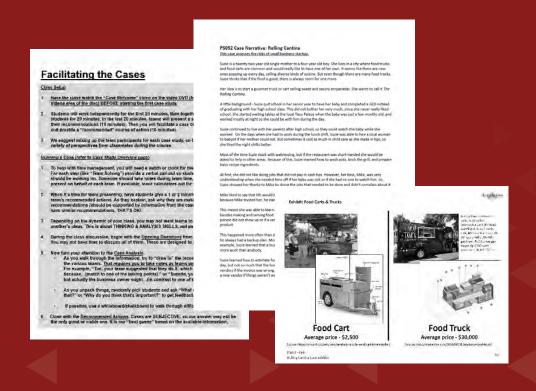
Each video lecture topic can be coupled with an interactive case study. Cases put students in the shoes of a business owner. It's applied learning in a team setting!

60-Minute Case Flow		
:10	Read for Understanding	
:10	Individual Brainstorming	
:20	Team Solving	
:10	Team Presenting	
:10	Class Discussion	



Each case study includes...

- A two page case narrative
- Helpful case exhibits
- A facilitator solution note:
 - Opening Questions
 - Case Analysis
 - Recommended Action





Step-by-Step

Class Sessions





	Class Flow*	
:05	Introduction	
:10	Video Segment 1	
:10	Discussion Questions	
:10	Video Segment 2	
:10	Discussion Questions	
:10	Quiz	
:60	Business Plan Activity	
:60	Interactive Case Study	
:05	Transitions	

Anyone Can Facilitate

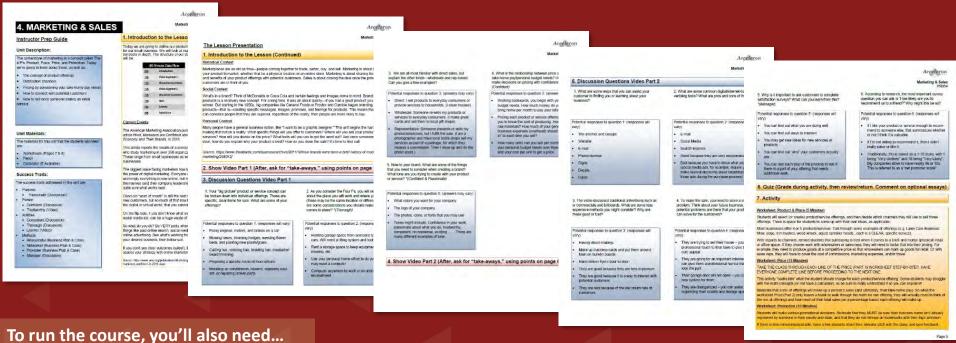
* Can be structured either as :90 or :180 minutes





Step-by-Step Facilitation

Each topic includes an easy to use facilitation guide. Step-by-step, it helps you with topic setup & context, discussion, activities, and debrief of business plans and case studies.



- TV or projector/speakers
- DVD player or Online access
- Access to a photocopier
- Pencils or pens
- Tables and chairs
- A whiteboard/chalkboard (optional)

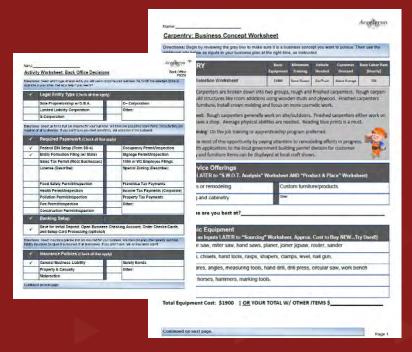




Resources & Tools

- Topic Setup & Context
- Discussion Questions
- Business Plan Activity
- Quizzes & Keys
- Case Studies
- Case Solution Notes
- Slides & Transcripts
- Success Trait Mapping
- Marketing Flyers
- Certificate Templates





Self-Contained Training

Instructor Led

Peer-Educator Led

Volunteer Led





Success Traits

Purpose	Methods
Visionary	Resourceful
Passionate	Networker
Person	Promoter
Persistent	Manager

Trustworthy

Confident

Risk-Taker

Humble

Abilities

Competent

Thorough

Generalist

Learner





Visit OpenToVenture.com

Once students have been through the Open to Venture process, they can take advantage of a WEALTH of helpful links, templates, and tools at FREE our website.



Resources

Education

Templates

Tools







Optional Certification

