



Launch-A-Biz

Virtual Entrepreneur Training Program

Week 1

Start Right the First Time:
Intro to Entrepreneurship

Week 2

Intro to the Business Model
Canvas & Identifying Your
Customer Segments

Week 3

Clarifying Your Value
Proposition

Week 4

Defining Your Customer
Relationships, Key Activities,
Key Partners, Key Resources,
& Key Channels

Week 5

Factoring in Your
Financials: Cost Structures
& Revenue Streams

Week 6

Building Your One-Page
Business Plan: Mission/
Vision/Values

Week 7

Building Your One-Page
Business Plan: Measuring
Success/Building Your
Business/SWOT

Week 8

Wrapping it All Up!
Crafting Your Strategy/
Marketing Your Biz/
Creating an Action Plan
for Success

Nicolet's **Launch-A-Biz** virtual entrepreneur training is an eight-week learning program delivered virtually via Zoom in two-hour sessions over the course of eight weeks.

The program is designed to help small business owners grow their businesses beyond the first stage or microenterprise level. The program begins with a first-steps session, followed by sessions on determining the feasibility of your business, designing a strategic planning process, creating a business model canvas, and putting it all together in a one-page business plan.

Course Outcomes:

- Discover the skills and talents needed for business success.
- Identify potential gaps that might be stifling growth.
- Discuss the nine building blocks of the business model canvas.
- Develop a business model specific to your unique business venture.
- Transfer key components of your business model canvas into a one-page business plan.

WHEN: Tuesdays, April 6 – May 25, 2021
6 – 8 pm

WHERE: Delivered virtually via ZOOM (link will be provided after registration)

FEE: \$495 value (fee waived for Vilas and Oneida County residents thanks to the Juday family and grant funding)

For more information or to register, contact Jodi Fox-Engleman at jfox@nicoletcollege.edu or call 715.365.4694. You may also complete an [online registration form](#).

Launch-a-Biz is a new offering in the Nicolet Entrepreneur Training (NET) catalog and is offered in partnership with The GRID.

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