

An Entrepreneur's Guide

on Launching &
Growing a Business



Teacher's Guide

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Introduction

This is a simple, easy to use teacher’s workbook to accompany the 3-part series: An Entrepreneur’s Guide on Launching and Growing a Business.

This workbook is meant to be used as a teaching aid to assist the teacher in keeping track of and understanding the material presented in the video programs.

Within each chapter, there is an outline of what the chapter will cover, the video “call-outs” are written in list format, and specific questions, as stated in the “Stop and Discuss” whiteboards, are to be discussed with your class.

When the “Stop and Discuss” whiteboards are prompted in the video, you should pause the video, and ask your students to discuss the ideas prompted by that whiteboard. You can continue to proceed with the video after the material has been discussed.

The recaps for each chapter, as seen in the video, are reiterated at the end of every chapter in the workbook.

We have also provided a “teachers’ notes” section for you to write down any information relevant to that chapter.

Finally, we recommend that you play the program completely through on your own, following along with the workbook, and customized the teaching playback as it best suits your teaching style and time constraints.

Teacher’s Notes:

PROGRAM ONE

LAUNCHING A BUSINESS

CHAPTER 1 - Who is an Entrepreneur?

In this chapter you will learn who is and who can become an entrepreneur

Who is an Entrepreneur?

- What type of person becomes an entrepreneur?
- Do I have what it takes?
- What type of person becomes an entrepreneur?
- How do I become an entrepreneur?

You will learn how certain characteristics defines entrepreneurs personality

- A. Persistence
- B. Creativity
- C. Passion
- D. Ambition

For the Class:

What qualities of entrepreneurship do you possess? List them:

Where can you develop your talents as an entrepreneur?

What are some of your strengths and weakness?

What are some life experiences that you've had that will help you become a better entrepreneur?

Recap

1. Scott Gerber -
Know your strengths and weaknesses as an entrepreneur. You can find somebody to compliment your weaknesses later.
2. Stephanie Kaplan, Windsor Hanger, & Annie Wang –
The right partner will balance your skill set and keep you motivated.
3. Christopher Kelly & Ryan Simonetti –
You can practice being an entrepreneur while working for someone else.
4. Katia Beauchamp & Hayley Barna –
Keep learning. Always have a curiosity about the world around you.
5. Barnabas Shakur – Don't be afraid to differentiate yourself from the crowd.

Teacher's Note: Class Participation

What are some valuable tips that you've learned in this chapter? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

PROGRAM ONE

LAUNCHING A BUSINESS

CHAPTER 2 – The Business Idea

In this chapter you will relate to the stories of how these entrepreneurs came up with an idea for their business.

The Business Idea

- Identifying a problem.
- Solving a real problem.
- Finding something you love that overlaps with something you're good at.
- Establishing a good foundation / a good team.

You will learn certain key factors in being an entrepreneur

- A. Establishing a vision
- B. Using life experiences
- C. Making a list
- D. Being proactive

Ask your students some of these questions.

What will be your business? List your ideas.

Recap

1. Christopher Kelly & Ryan Simonetti –
A business should solve a real problem.

2. Barnabas Shakur–
Let your business grow out of a life experience.

3. Katia Beauchamp & Hayley Barna–
Find something that you love, and that you're good at. Think of something that you're a consumer of.

4. Eric Ryan –
Find something that no one else is doing.

5. Joshua Dziabiak –
Take something that exists and make it better.

Teacher's Notes:

What are some valuable tips that you've learned in this chapter?

For the Class:

List Your Hobbies that might make a good business:

Choose one idea and discuss it with your class.

PROGRAM ONE

LAUNCHING A BUSINESS

CHAPTER 3 – Testing the Idea

In this chapter you will learn how to test your idea(s).

Testing the Idea / Market Research

- How do I know I have a real business?
- How do I test my idea?

Tips in making sure your ideas are really good

- A. Research trends in your potential industry.
- B. Get a panel of people together from across section of experts.
- C. Use feedback.
- D. Be willing to stay the long haul.

Ask your students to write in their journals.

What are certain tests you can try before launching a company?

Can the company you're thinking of opening be expanded upon is it scalable? Explain.

What is a Beta Test, and how would you test your idea?

Who are the customers for your product or service?