

CBS Course Syllabus

1. Module One: Your Idea
Introduction Module One
 - (1) Why do so many new ventures fail?
 - (2) So What do successful new ventures have in common?
 - (3) What is your venture idea?
Note: Customer versus beneficiaryAssignment 1.1: Describe your venture idea
 - (4) Is this venture right for you?
 - (5) Finding and assessing ideas
 - (6) Personal discovery processAssignment 1.2: Is this venture right for you?
 - (7) Types of entrepreneursClass reflection #1

2. Module Two: Your Business Model
Introduction Module Two
 - (1) Business models for start ups
Note: Social enterprise model canvasAssignment 2.1: Your business model canvas
 - (2) Problem solution fit
 - (3) Definition of business models and business model canvasAssignment 2.2: Testing your customer assumptions
Assignment 2.3: Your value proposition
Assignment 2.4: Your core assumptions
Class reflection #2

3. Module Three: Your Customer
Introduction Module Three
 - (1) Five assumptions we make about our target customers
 - (2) Defining your customer segments
 - (3) Defining the market segmentation
Note: Customer & beneficiary segmentationAssignment 3.1: Your target customer segments analysis table
 - (4) Selecting your beach head market
Note: Customer & beneficiary adoptionAssignment 3.2: rationale for selecting your beach head market
 - (5) Defining your customer profileAssignment 3.3: Your target customer profile
 - (6) Introduction to customer discoveryAssignment 3.4: Early customer identification
 - (7) Preparing for early customer interviewsAssignment 3.5: Customer discovery interview prep

- Assignment 3.6: Customer discovery debrief
4. Module Four: Your Market
Introduction Module Four
 - (1) Introduction to market research
 - (2) Conducting market research using digital tools
 - (3) Determining your market sizeAssignment 4.1: Market and segment sizing

 5. Module Five: Your Industry
Introduction Module Five
 - (1) Analyzing your competition
 - (2) Conducting a competitive analysisAssignment 5.1: Competitors' analysis table
Assignment 5.2: Competitor strengths and weaknesses
Assignment 5.3: Competitive positioning
Assignment 5.4: Competitive chess
Assignment 5.5: Industry Ecosystem

 6. Module Six: Your Product
Introduction Module Six
 - (1) Introduction to minimal viable product development
 - (2) Minimal viable products
 - (3) Building your minimal viable productsAssignment 6.1-6.6: MVP design steps
(4) Customer co-creation
Assignment 6.7: Customer co-creation
(5) Advanced minimal viable products
Assignment 6.8: MVP development plans

 7. Module Seven: Your Brand
Introduction Module Seven
 - (1) Introduction to marketing
 - (2) Your marketing mix
 - (3) Formulating a successful marketing plan
 - (4) Preparing the pricing and sales strategy
 - (5) Using digital channels to create demandAssignment 7.1: Marketing mix
(6) Customer acquisition costs
Assignment 7.2: Customer acquisition
(7) Your brand elements

 8. Module Eight: Your Financial Plan
Introduction Module Eight
 - (1) Creating your financial plan: common mistakes

- (2) Steps to build your budget
- (3) Financial statements
- (4) Revenue forecasts
- Assignment 8.1: Revenue models
- (5) Costs forecasts
- Assignment 8.2: Startup costs
- Assignment 8.3: Cost assumptions
- (6) Difference between cash flow and income statements
- (7) Preparing a cash flow forecast
- (8) Preparing a break even analysis
- (9) Effective financial assumptions
- (10) Sources of new venture funding
- (11) Funding the venture
- (12) On crowdfunding
- Assignment 8.4: Break even analysis
- Assignment 8.5: Funding requirements
- Assignment 8.6: Sources of capital
- Assignment 8.7: Key startup metrics
- Assignment 8.8: Financial spreadsheets

9. Module Nine: Your Team

Introduction Module Nine

- (1) Selecting your team
- (2) Finding and hiring the best people
- (3) Legal issues
- (4) Managing growth
- (5) Developing a strong corporate culture
- Assignment 9.1: teams, advisors, & partnerships

10. Module Ten: Your Launch

Introduction Module Ten

- (1) The value of a business plan
- (2) Appendix: the roadmap guide for writing a business plan
- (3) Presenting your venture
- (4) Communicating the opportunity
- (5) Legal considerations: Setting up the company
- (6) Know how to protect the idea or product
- Assignment 10.1: Intellectual property management
- Assignment 10.2: Launch readiness
- Assignment 10.3: Final venture presentation
- (7) Glossary of terms

What's next?--Thinking Ahead!

