

	Modules	Case Studies	Takeaways	Key Exercises	Weeks
1	Welcome and exploration		Be comfortable on the way forward		1
2	Business ideas and Opportunities	Another coffee shop	Identify ideas Evaluate ideas Make a plan "B"	Determine the market Determine the willingness to pay	2
3	Entity and legal person	Can I lose everything?	Know which legal entities are at your disposal	Determine which legal entity is best for you	2
4	Know the playfield	Look around and rent the hall	Know what legal requirements are applicable to you Test, test and test	Determine which legal framework you need to comply to	2
5	Accounting and finance	How do I keep track?	Know how to keep books Know how to read financial documents	Determine your profitability	4
6	Running a business	The practical steps of running a business	Place Equipment Trade Marks Patents Design Insurance Personnel Technology	Determine what you will require and the costs thereof	5
7	Appointing staff	Contractors versus employees How does labour law determine?	Know what the law determines re appointments and dismissals Know how to deal with discipline in the workplace	Test your knowledge about employment	4
8	Marketing	Where do I get clients	Know how to market your product	Will my target market know what I do?	3
9	Finance the business	I need money - what now?	How to unlock value for your investor Determine risk and reward How much investment is healthy	Understand the needs of the investor Understand key terminology	4

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10	Sources of investment	Talking to investors	Understand the models and what you sacrifice with each opportunity Define key words How to determine the value of a business	What will investors give? Determine the value of a startup	3
11	Clients and conflict	The furnace of conflict	How does conflict escalate	Know the techniques of dealing with conflict	1
12	Change direction	Chroom is so 1970	Invent and keep on inventing Make a decision with the end in mind	When to change direction	1
13	Negotiating skills	I'm looking for a bargain VW	Negotiate and win!	Know the 4 steps of Negotiations	2
				Total Duration	34