



Step 1: Clarify & Focus Your Vision:

You will start your journey here. Discover your innovation & leadership gifts & potholes. Unearth your personal vision, mission and values while incorporating them into your enterprise. This is the foundation for you & your company's major strategies for success!

Instructor(s): Jeanne Larson, MBA or Rosemary Senjem, BA

Schedule: Tuesdays 9:00 AM-3:00 PM THREE 5-hour sessions. **Cost:** \$695 per person

After completing Step 1, you will choose, with the help of your instructor, which Road Map (1 or 2) will work best for your goals and vision.

<p style="text-align: center;">Road Map 1 : WORKING FOR YOURSELF Self Employment/Entrepreneurship for Freelance Work, Independent Contractors, & Multiple Income</p>	<p style="text-align: center;">Road Map 2: TRADITIONAL BUSINESS Entrepreneurship for Start Ups, Acquisitions, Franchisees, Intrapreneurs, & Social Entrepreneurs</p>
<p>Step 2: Feasibility Study & Analysis</p> <p>Begin to start-up your own business while learning:</p> <ul style="list-style-type: none"> ■ How to access a wide-array of resources that are locally-available at little or no cost. ■ Current methods for employing “affiliate marketing” and “collaborative selling” programs. ■ The art of “power networking” and proven “no pressure” approaches. ■ How to readily access your inner knowledge – and how to start monetizing that knowledge by marketing to people and groups you can readily identify. ■ How to shift from an employee to an entrepreneurial mindset <p>Instructor: Jim Reid, BS Schedule: Wednesdays 9:00 AM-3:00 PM FOUR 5-hour sessions Cost: \$1195 per person</p>	<p>Step 2: Feasibility Study & Analysis</p> <ul style="list-style-type: none"> ■ Conduct market research discovering industry, target market(s) trends, competition and the ideal customer. ■ Develop marketing strategies & tactics, with Profit/Loss forecasting. ■ Join a forum with a marketing expert, as you create the foundation and outline for your business plan. ■ What are your strategies for becoming a market leader? Three steps to choosing your model ■ What makes you different and better? Find your differentiation and unique selling propositions. ■ Why should customers buy from your company? Understand your leverage options. ■ What is the impression you want to leave? Position your company appropriately ■ Discover your "brand" <p>Instructors: Jeanne Larson, MBA or Rosemary Senjem, BA</p>

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	<p>Schedule: Wednesdays 9:00-AM-3:00 PM THREE 5-hour sessions Cost: \$795 per person</p>
<p align="center">Road Map 1 : WORKING FOR YOURSELF Self Employment/Entrepreneurship for Freelance Work, Independent Contractors, & Multiple Income</p>	<p align="center">Road Map 2: TRADITIONAL BUSINESS Entrepreneurship for Start Ups, Acquisitions, Franchisees, Intrapreneurs, & Social Entrepreneurs</p>
<p>Step 3: Business Success Plan & Analysis</p> <p>“How do I know when I have made it?” Get your first customer and now it is time to execute! This is an introduction to business associations and legal issues, insurance, proposal writing, and accounting systems including a forum with a small business attorney, Certified Public Accountant and banker.</p> <p>Instructors: Jim Reid, BS or Jeanne Larson, MBA Schedule: Thursdays 9:00 AM–3:00 PM TWO 5-hour sessions Cost: \$595 per person</p>	<p>Step 3: Business Success Plan & Analysis</p> <p>This is an introduction to business associations and legal issues, insurance, and accounting systems including a forum with a small business attorney, Certified Public Accountant and banker. It includes the crucial ingredients for a successful business including an acquisition checklist; creating a business plan to help the entrepreneur secure financing.</p> <p>Instructors: Jeanne Larson, MBA or Rosemary Senjem, BA Schedule: Thursdays 9:00-AM-3:00 PM THREE 5-hour sessions Cost: \$995 per person</p>
<p align="center">Step 4: Monthly Round Table Meetings*</p> <p align="center">Share learning among peers addressing the following questions:</p> <ul style="list-style-type: none"> ■ What has been your latest strategic home run? <ul style="list-style-type: none"> ■ What are your key issues? ■ What do you need help with from the group? <p align="center">You get to:</p> <ul style="list-style-type: none"> ■ Monitor “plan” versus actual performance of your business. ■ Identify critical issues, and create 30 day action plans. <ul style="list-style-type: none"> ■ Build business and critical thinking skills. ■ Continue to organize, plan and manage the company. <p align="center">Instructor(s): Jim Reid, BS or Jeanne Larson, MBA Schedule: Last Thursday of each month 4:30-6:30 PM TWO hours Cost: \$25 per person per monthly meeting</p>	

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TOTAL COST FOR STEPS 1-4, ROAD MAP 1: \$2485 per person Includes 11 Monthly Round Table meetings	TOTAL COST FOR STEPS 1-4, ROAD MAP 2: \$2485 per person Includes 11 Monthly Round Table meetings
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Step 5: Small Business Growth & Development:

<p>Strategies for Business Success Online</p> <p>Learn how to decipher internet concepts that haven't even been invented yet and sort out how they apply to your business. Get sound structures for evaluating any new online service or software, including: online stores, websites, networks, and more. Become a wise shopper, savvy to the needs of your company's online presence. Keep your company and your customer's best interest at the heart of any internet based project. Avoid getting lost in the fray or paying too much. Learn how to make sure you end up with something that does what you need it to do and serves you into the future.</p> <p>Instructor: Rosemary Senjem, BA Schedule: Mondays FIVE 3-hour sessions & 1-hour individual coaching Cost: \$695 per person</p>	<p>The Four F's of Financing & Financial Management</p> <p>Do you wish you could better manage your company's finances? And, would you like to learn more about how bankers LENDERS & INVESTORS think? If you said yes to either of these questions, then this is the course for you. We will discuss the foundations of financial management, and then apply them to your company's situation. The course will help you better manage your business' financials, help guide your company's financing alternatives, and help you talk with bankers LENDERS & INVESTORS about your company.</p> <p>Instructor: Mary Herfurth, MBA Schedule: Fridays TWO 4-hour sessions & 1-hour individual coaching Cost: \$495 per person</p>
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FOR MORE INFORMATION, SCHEDULING YOUR INITIAL CONSULTATION AND ACTION LEARNING GROUP REGISTRATION, PLEASE CONTACT:

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