

OWN IT!

Your Single Day StartUp Workshop Itinerary

- 9:00 am** **Getting to Know You!**
- 9:15am** **Think Like an Owner:**
The Art of Entrepreneurship
- 10:00am** **Entrepreneurship Defined:**
Approaches to Start-up
- 10:30 am** **Problems are Everywhere! &
The Art of Solution-Generation**
- 10:50 am** BREAK OUT **Group Creativity Activity**
- 11:15 am** **Marketing Fundamentals:**
Segment, Target, Position/
Unique Selling Proposition
- 11:45 am** **Create Your Canvas:** Sections 1-4
- 12:00 pm** LUNCH (*w/ guest entrepreneur*)
- 12:45 pm** **Product/Service Development**
- 1:15 pm** **Create Your Canvas:** Revise Section 3
& Brainstorm Section 7
- 1:30 pm** **Options, Options:**
Distribution Isn't Easy
- 2:10 pm** **Create Your Canvas:** Sections 5 & 9
- 2:20 pm** BREAK Q&A
- 2:30 pm** **What will make YOUR business rock?**
(*And how do you KNOW?*)
- 3:10 pm** **Create Your Canvas:** Section 8
- 3:30 pm** **It's All in the Numbers:** Sustainability
Starts in Spreadsheets, Sections 6-7
- 4:00pm** **The Napkin Trick!** (*a paired activity*)
- 4:20 pm** **Resources + the Power of Networking**
- 4:45 pm** **Where Do We Go From Here?**

WHAT WOULD YOU DO...

if you knew failure wasn't possible?

PLEASE Recommend a Colleague to Join the OWN IT! Workshop

FREE FOR ALL TO JOIN

A Single Day StartUp Workshop for Innovative Changemakers!

January 20

February 24

January 27

March 3

February 10

March 10

REGISTER @

ThinkLikeAnOwner.org



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