

AN EXCITING NEW OFFER FROM
SILICON COULOIR AND CENTRAL WYOMING COLLEGE



Start-Up INSTITUTE

Build a lasting foundation for your
successful business venture!

OCT 7-DEC 13, 2013
JACKSON, WY

10 WEEKS

3 DAYS
PER WEEK

IT'S LIKE
GETTING YOUR
OWN MBA
IN ONLY
10 WEEKS!

An intensive entrepreneurship program designed to provide you with proven tools, frameworks and skills that winning companies utilize to launch successful business ideas. Get business expertise and support to build your toolkit and drive your action plan. This is a hands-on, experiential, practical course dedicated to working on and launching your business idea.

FOR MORE INFORMATION CONTACT
LIZA MILLET AT 917-864-9395 OR
STARTUP@SILICONCOULOIR.COM

WWW.SILICONCOULOIR.COM/STARTUP

LEARN FROM PROVEN EXPERTS

Sandy Hessler will serve as director and lead facilitator while bringing in expert practitioners in all key areas. Sandy spent 7 years in brand management at the marketing icon Proctor & Gamble. She co-founded the successful start up Imagitas, which was sold to Pitney Bowes in 2005. She developed and instructed an Entrepreneurial Training Program in Boston for several years prior to serving as an Assistant Dean at Harvard University.

IN ONLY
10 WEEKS
YOU WILL:

- Determine key need and benefit of your idea
- Define your target audience
- Understand the competitive landscape
- Conduct qualitative and quantitative research
- Identify core competencies and business value proposition
- Build a detailed financial model and cash flow projections
- Develop a strategic plan and timeline for implementation

WALK AWAY WITH:

1. Creative brief/look and feel
2. Elevator pitch
3. Marketing plan elements
4. Research plan
5. Budget and financial plans
6. Staffing plan
7. Back up business plan components
8. Convincing investor deck
9. Powerpoint presentation
10. 2-page corporate overview