



Entrepreneurial Certification Program



Instructor: Michael Crain, MS MIS, the Founder/President of BAM BizHub—home to the B²Hub Accelerator Program assisting startups, early-stage, and growth driven businesses. He delivers real-world experience, valuable curriculum, vast knowledge, and considerable resources to empower your development.

Engaging | Motivating | Challenging | Comprehensive



Hybrid Class

Class is online with live presentations, and provides campus discussions, encouraging interaction and building self-confidence.



Mentorship

Receive Mentorship beyond the program from our experienced TEAM of successful and proven professionals.



Develop a Strategic Business Plan

Produce a strategic business plan and financial projections tailored to your business idea, industry, produce/service, and become investor/banker ready.



No Books Required

Course materials are "ALL" included with online convenience. This course enables an opportunity to receive a certification and 2.2 CEU.

Topics



Research the Market: Advance the hypothesis relevant to solving a problem.



Feasibility Analysis: Evaluate the business potential, viability, and practicability.



Business Model: The essential elements of the value proposition, infrastructure, customers, and revenue.



Price Modeling: Determine effective pricing strategy, identify pricing advantage, and segmentation opportunity.



Marketing Strategy: Identify goals, aligning marketing aims, and develop a strategic plan.



Business Plan & Financials: Describe aspects of the business, and the critical components of the plan.



Lending Opportunities: Review investor requirements, how various loans work, and methods to sustain good credit.



Award-Winning Pitch: Crafting a story of perfection underlying the proposition, business model, and development of the pitch deck.



Misc. Resource Topics Available: Brainstorming a new idea, Intellectual Property, Investor Fact Sheet, and Go-to-Market Strategy.

Start Your Business from "Thought to Launch"

Class Starts: March 28 - June 7

Lectures: Online Tuesdays and Thursday

Time: 6:30 - 7:30 PM (10-Week Course)



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Cost: \$150.00