Strategy for StartUps
an entrepreneur’s introduction

START, IMPROVE, OR SHIFT YOUR BUSINESS
BUILD COMMUNITY AS YOU GROW

Strategy for StartUps is a
✓ six-week course that teaches the basics about how to structure a business for funding and operations
✓ starting point for entrepreneurs thinking about opening a new business or those wanting to improve the performance of their existing business
✓ business plan support process that makes the creation of a business plan easier

Entrepreneurs will
✓ learn from an experienced strategist who has helped 175+ tele/datacom clients capture industry changes
✓ connect and engage with others to share feedback on ideas and learn from each other in a small, informal discussion setting
✓ define the business’ operations framework so that the business always operates from its strengths as it empowers the potential of its partners
✓ understand their business idea in the context of community to find non-traditional ways to leverage the help of others and return value to them

Purpose – the reason the business is a good idea
Market position – what the business holds within itself (reflecting its strengths) and where it will operate
Values – the (three?) qualities that form the basis of every major business decision, forever
Partnerships – the purpose, policies and manner in which the business works with others to gain capabilities and capture opportunities
Finances – the business model - how aspects of money are reflected in business operations and how money flows among stakeholders

Questions or to register, contact Susan Mills Susan@wellconnectedpartners.com