



Entrepreneurship

Am I ready to start a small business?

Presented by: 

Instructor

Change the title to the instructor's name.
Add details about Instructor here
Replace the picture.





AGENDA

- Entrepreneurial Mindset
- Business Pitch Deck
- Business Ideas
- Validate Business Ideas
- Financial Considerations
- Legal Considerations
- Next Steps & Resources



Entrepreneurial Mindset



Common Reasons People Become Entrepreneurs



Passion



Financial
Independence



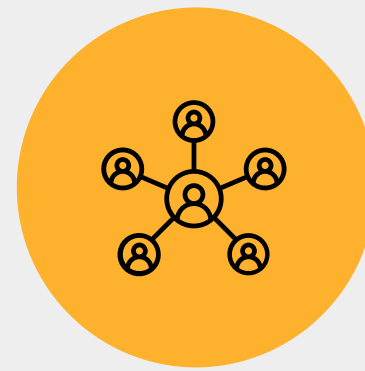
Flexibility



Innovation



Autonomy



Impact &
Contribution



Solving
Problems



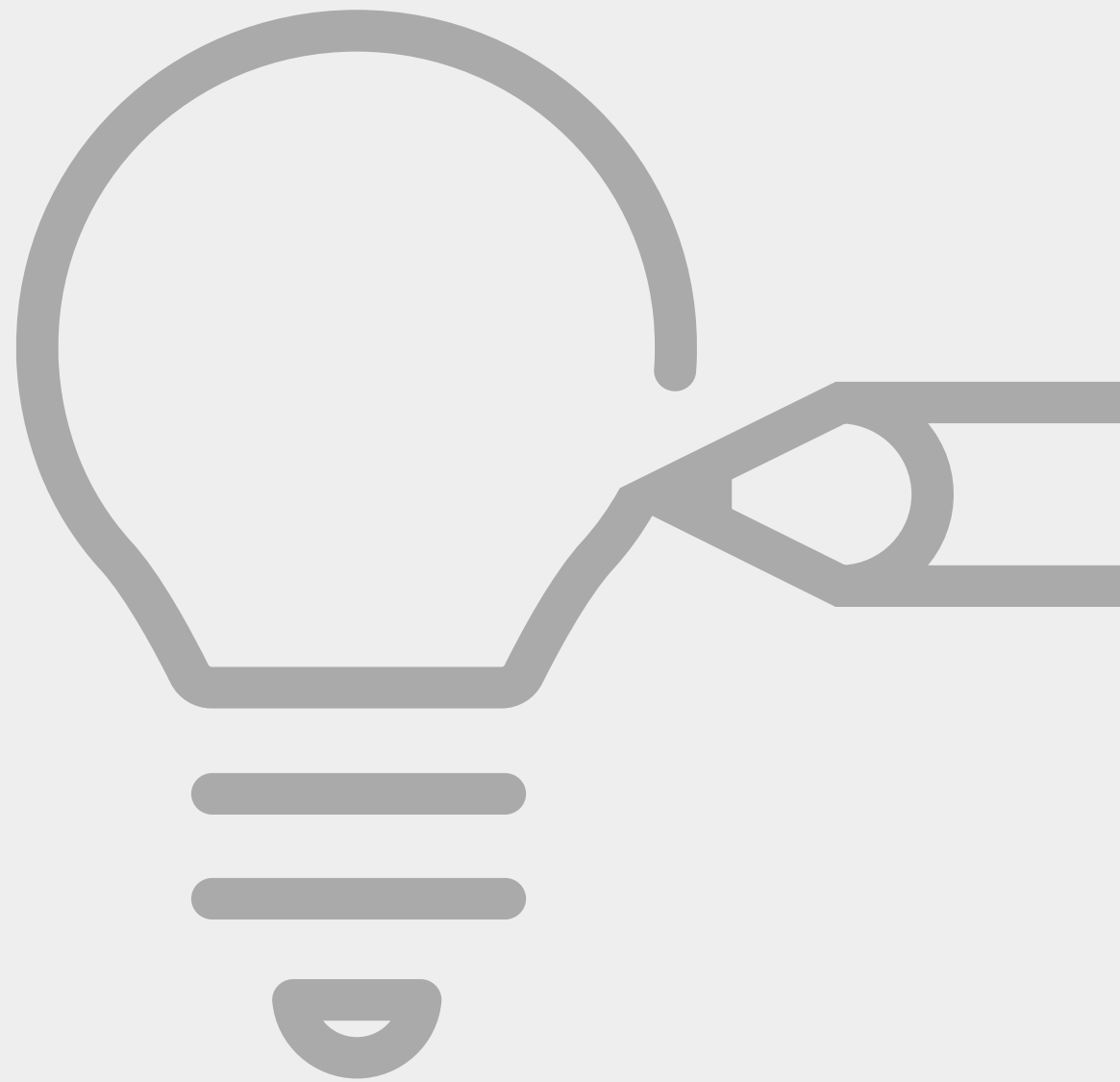
Building a
Legacy



Freedom &
Lifestyle



Visions of the Future



What is your business mission?

What will it become and the type of impact it will have?

What are the guiding principles and values?



Common Entrepreneur Myths

Don't Work Hard

- 50 hours +
- 60 hours +
- 89% Weekends
- 81% Nights

Doesn't Cost to Start

- \$3,000
- \$2,000 - \$5000

Don't Need a Business Plan

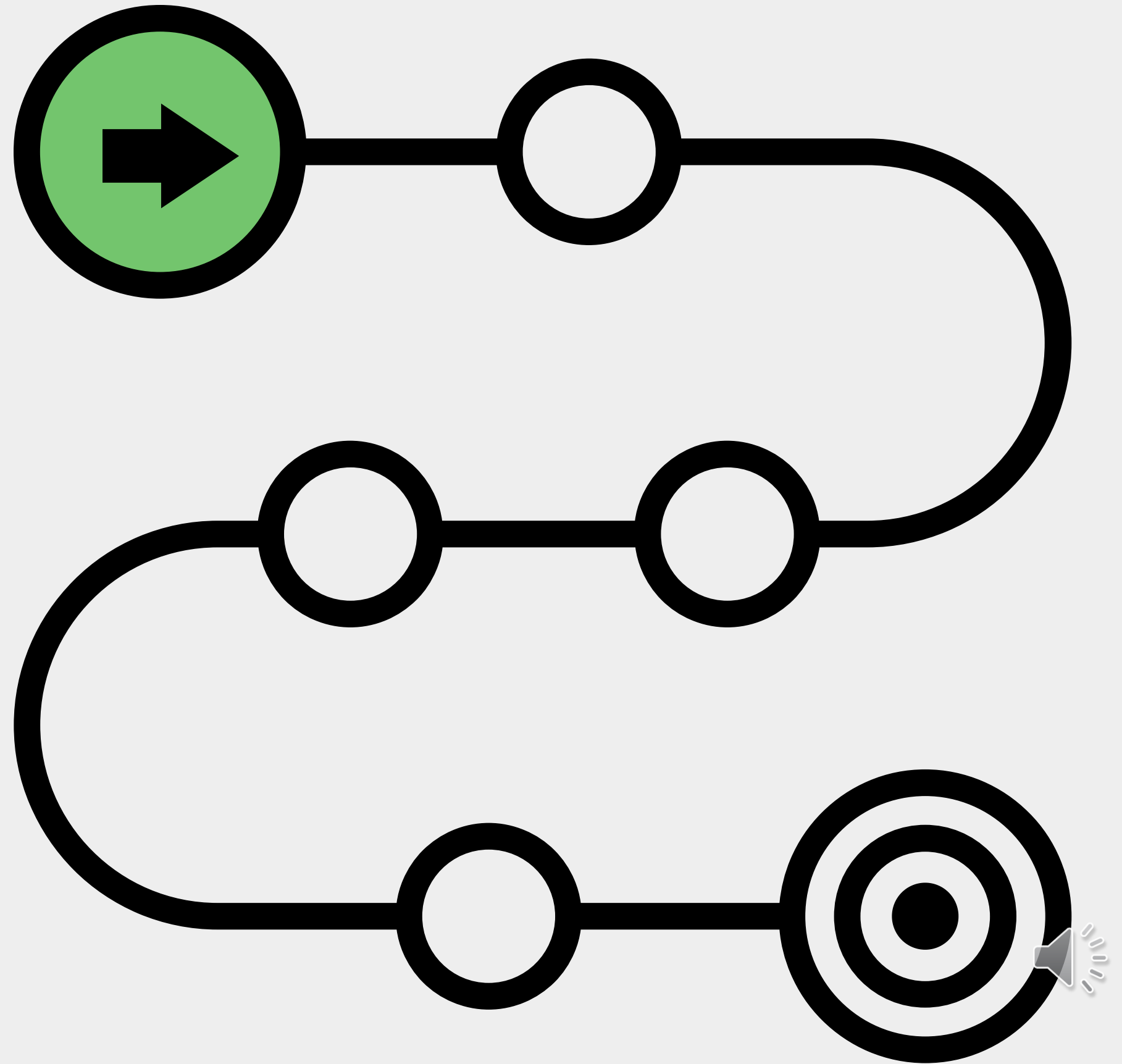
- Waste Money
- Waste Time
- Poorer Product or Service



Business Plans and Business Pitch Deck



Business Plan



Why Create a Business Plan?



Secure Funding



Strategic Direction



Communicate Vision



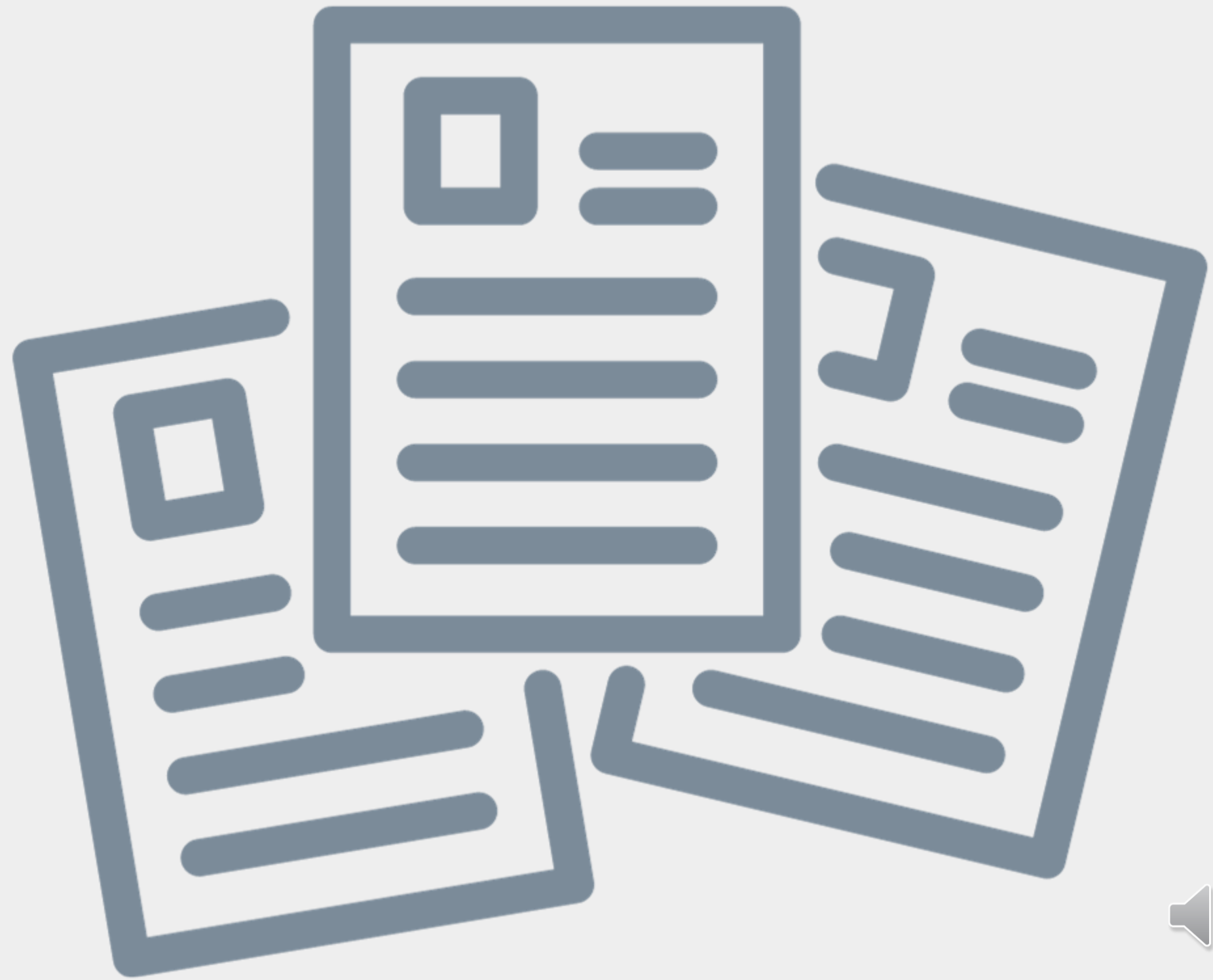
Mitigate Risks



Measure Progress



Business Pitch Deck





Why Create a Pitch Deck?

-  **Secure Investment**
-  **Networking**
-  **Partnerships**
-  **Concise Communication**
-  **Generate Interest**



Components of a Pitch Deck



**10 Slides or 10
Pages**

34

34 Point Font



**One Idea per
Page/Slide**



Slide 1 – The Idea

● **Efficiency**

● **Effectiveness**

● **Innovation**

Birmingham Botanical creates upscale and unique gardens and outdoor spaces incorporating art and the homeowner's lifestyle.



Slide 2 – The Unique Selling Proposition

Distinctive and compelling factors that sets a product or service apart.

Using horticulturists, artists, and landscape architects, we design and install tailor-made gardens and art-scapes that reflect the client's personality and lifestyle.



Slide 3 – The Customers

Be specific and include a demographic area.

Our target customers are homeowners within 50 miles of Birmingham, Alabama, whose home is worth \$1 million plus and who are also involved in the arts or who throw frequent parties at their home.



Slide 4 – Market Opportunity

**Size and potential
of your customer
base.**

The area has 15,000 homes worth \$1– \$5– million. The area has 19 museums and art galleries; local patrons spend \$55 million annually on the local art scene.



What is the Difference Between Marketing & Sales

Marketing

Strategic process of promoting a product or service to a target audience, focusing on brand awareness and generating interest.

Sales

Direct interactions and activities to convert leads or prospects into customers through personalized communication, negotiation and closing deals.



Slide 5– Marketing and Sales Approach

Marketing

- Digital Ads
- Ads in the local high-end magazines
- Sponsored events in the Arts District
- Direct outreach through direct mail.

Sales

- Partnership with local realtors, designers, and architects.
- Cold Calling
- Email outreach
- Networking
- Referral generation



Slide 6– The Inner Workings

Write about the people, places, things, and time needed to complete the work.

Birmingham Botanicals will be located on Main St. with an outdoor garden and artwork. We need on-demand horticulturists, landscape architects, and laborers. A sales team, administrative assistant, and project manager are required. The office will be open from Monday through Saturday, and on-site visits will be in daylight hours only. An average project will take approximately three months and use 200 man-hours on-site and administrative work.

Slide 7– The Competition

Describe at least 2 competitors and explain about their business and how your business is different.

- Green Garden Green creates native gardenscapes and does not incorporate artwork or hardscapes.
- Garden Art Thou incorporates art into existing gardens and works with homes in the \$10 million or more price range.
- Birmingham Botanical creates gardens and hardscapes specifically to highlight outdoor art and aspects of the client's lifestyles, such as flying, boating, and golfing. Our client's homes are in the \$1–5 million range.

Slide 8– Financial Projections

Rent for Office (monthly)	\$2500
Salary horticulturist (monthly)	\$1800
Salary architect (monthly)	\$3000
Website	\$5000
Branding & Social Media	\$3500
Insurance	\$1700
Administrative Costs	\$2700
Licenses	\$500
Advertising	\$3700
TOTAL	\$24,400

**Average cost per garden
excluding artwork: \$125,000+**

We estimate at least 3 garden designs per month after the first 6 months in business: \$375,000

After 1 year, 6 garden designs a month: \$650,000 for a yearly gross of \$7,800,000.



Slide 9– The Management Team

Introduce key members of your team and their expertise.

- **Lori Burns** – Marketing Consultant with 20 years in the marketing space
- **Hunter Lee** – 25 years as an arborist and horticultural expert. Is a master gardener and has 10 years running a garden center.
- **Babs Elliott** – Art director, sculptor, and board member of the B'ham Art Museum and Garden for 6 years
- **PJ Hicks** – CPA and instructor of Accounting and Birmingham College



Slide 10– Traction and Milestones

Next 5 –10 steps in the next 90 days?

What do you want to accomplish in the next 2–3 years?

Short Term: Register business, get EIN number, establish banking relationship, complete business plan, and finalize cost analysis in the next month.

Long term: In the next 3 years, build business to a \$8 million annual revenue, become a major sponsor of the local art scene, and featured in Better Homes and Garden magazine.



**Present to
Friends/Family**

**Pitch to
Investors**

Make Changes

**Receive
Feedback**



Business Ideas



Brainstorming for Ideas

Creative method for generating many ideas to solve a specific problem.

Individually or in a group.

Expertise

● Skills and areas of expertise. Unique area of knowledge or skill.

Passion

● List the things you love or hate.





Problem Solving for Ideas

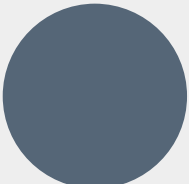
Think about an existing problem for you or others.



What frustrates you the most?



Are there existing solutions?



How are you solving the problem?



How can the solutions be enhanced.

