



MANAGEMENT CONSULTING GROUP
Moving Forward Faster

2018

Management Consulting Group Entrepreneur Training Program

THE
DNA
OF AN ENTREPRENEUR



get entrepreneurial training

Presented by Eric E. Reaves

GET

3/1/2018

Welcome to the GET

Entrepreneur Training Program

The Entrepreneur Training Program endeavors to encourage and support entrepreneurship, by offering educational programs and expanding initiatives that support the creation and development of new and ongoing business opportunities.

We will encourage entrepreneurial thinking and knowledge among students, stakeholders and community members by offering a platform where aspiring entrepreneurs can exercise their entrepreneurial prowess, learn best practices and expertly prepare themselves for business ownership and build legacy that transitions to building wealth.

Entrepreneurship has always been the driving force in growing America's economy. This unmatched American entrepreneurial spirit and drive are alive and growing, GET will cultivate burgeoning and current entrepreneurs, positioning them to be active contributors to their neighborhoods, city, and state economies.



Session 1: Do you have the personality and temperament to be an Entrepreneur?

Training, Introduction and Subject matter work: Performed by Instructor Eric E. Reaves

- Personality Assessments
- Successful Entrepreneurial Personality Traits
- Key Success Factors
- Personal SWOT (Health and Housing, availability of resources, business experience)
- Key Personality Descriptive Tagline

Session 2: Business Concept & Feasibility Reviews

- Defining the business concept, the four W's What, Where, How, When
- Proof of concept exercises
- Determining Feasibility
- Develop a Mission Statement

Session 3: Business Entity Structure, Professional Services

- Determine Legal Structure
- Identify Professional Services and business needs in this field

Session 4: Financing Your Business

- Credit & Financing your Business
- Boot Strapping
- Unconventional Capital Fundraising

Session 5: Business Outline and Timeline

- Craft an outline of your business that will morph into your B-Plan
- Craft a timeline from start to opening day

Session 6: Brand Identity

- Begin to define a Brand Identity

Session 7: Marketing & Social Media

- Develop a Marketing Plan
- Begin to develop a Web Site

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- File a URL/web address
- Establish all Social Media Accounts

Session 8: Your Value Proposition, Trademark, Patent

- Develop your business value proposition based on your key success factors
- Importance of Trademark and Patent about your business

Session 9: Operations & Team Members

- Develop an operational plan and chart
- Develop a management plan
- Develop labor plan

Session 10: Proforma Development

- Develop a proforma based on revenue, operational needs, management and labor
- Develop a 1, 3, and 5-year forecast

Session 11: Financials, Cash Management

- Understanding financial reports and documents
- Managing your businesses revenue

Session 12: Financials, Cash Management

- The difference between Mark Up & Margin
- Understanding: COGS, Gross, Net, Open to Purchase

Session 13: Crafting Your Business Plan

- Developing a Mission and Vision Statement
- Developing an Executive Summary
- Developing the Business Plan Outline

Session 14: Crafting Your Business Plan

- Writing and filling in the content of the Business Plan

Session 15: Pitching Your Business & READY, SET, GO

- Develop an in-person pitch, elevator pitch, and video pitch

Synopsis

GET will be offered in two fifteen week workshops in 2018. The primary instructors have over thirty-five years of business experience from entrepreneurship, government, and corporate arenas. This coupled with master class guest instructors will prove to solidify GET as the program to be in to prepare you to excel and succeed in your entrepreneurial goals.

The completion of this program will also enable you to better qualify for special financial offers through the GET Program. For more information go to www.managementgroupin.com and click on GET.



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