

BIC 2.0 Curriculum

1st 12 weeks Leading Edge Strategic Planning Series
Business Model Development
Company Background, Industry Overview and Entity Formation
Industry/Competitor Research
Value Proposition, Business Model Canvas
Strategic Position and Risk Management
Marketing, Strategy and Tactics
Operations/Technology Plan
Management and Organization
Social Responsibility and Sustainability
Bookkeeping and Internal Controls
Accounting and Financial Overview
Benchmarking, Ratio Analysis
Cash Flows for Strategic Planning
Funding – Sources-Lender/Investor Panel
Initial Audience Presentation

2nd 12 weeks

Entrepreneur Program
Mentor Roundtable
Revisit Value Proposition
Scientific Method
Branding, Story Telling and Audience
Growth and Marketing, Channels and Resources
Business Management
Leadership
Crisis Management
Operating Policies/Agreements
Projection Models, Business Scaling, Hiring and Revenue Plans
Partnerships/Key Relationships
Networks
Negotiation Strategies
Accounting System Overview

Throughout the 2nd twelve weeks, seminars will be interspersed with:
Pitch Deck Creation and Feedback Workshops, Ongoing Mentor Guidance
and Preliminary Presentations

This 6 month course provides time to work on your business and down time for
specialized industry specific business topics

Week 25 Demo Day/Investor Panel