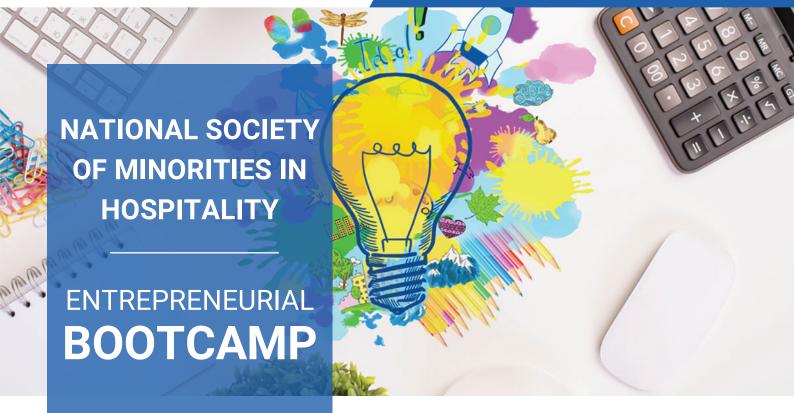


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The National Society of Minorities in Hospitality (NSMH) is pleased to work with you as you begin your entrepreneurial journey. During this workshop, participants will learn about finding a business idea, considering financial and budgeting factors, gaining traction in the marketplace, and much more. We are excited to work with and help you to develop your business plan as well as to make the decisions necessary to plan your operations, market your business, create value, and grow your organization.

MODULE	TOPICS	MODULE	TOPICS
2	Life of an Entrepreneur Class Introductions Keys to Entrepreneurial Success Envisioning Success on Your Terms Ideas and Opportunities Knowing Your Business Industry Knowledge	5	Marketing for Success Company Positioning Competitive Advantage Elevator Pitch Pricing Branding Communications Marketing & Advertising
3	Competitive ResearchCustomer Research Structuring Your Organization	6	 Managing the Money Start-up Costs Financing Options Operational Costs Surviving the Storm
	 Legal Entity Legal Requirements Location, Location Employees vs Outsourcing 	7	Telling Your Story Confidence Content Control
4	Goal SettingDocumenting Milestones & MeasurablesContingency PlanningAccountability Partners	8	Time to Launch In-Class Business Presentations Final Checklist