

# NATIONAL SOCIETY OF MINORITIES IN HOSPITALITY

## ENTREPRENEURIAL BOOTCAMP

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
1	<b>Life of an Entrepreneur</b> <ul style="list-style-type: none"> <li>• Class Introductions</li> <li>• Keys to Entrepreneurial Success</li> <li>• Envisioning Success on Your Terms</li> <li>• Ideas and Opportunities</li> </ul>	5	<b>Marketing for Success</b> <ul style="list-style-type: none"> <li>• Company Positioning</li> <li>• Competitive Advantage</li> <li>• Elevator Pitch</li> <li>• Pricing</li> <li>• Branding</li> <li>• Communications</li> <li>• Marketing &amp; Advertising</li> </ul>
2	<b>Knowing Your Business</b> <ul style="list-style-type: none"> <li>• Industry Knowledge</li> <li>• Competitive Research</li> <li>• Customer Research</li> </ul>	6	<b>Managing the Money</b> <ul style="list-style-type: none"> <li>• Start-up Costs</li> <li>• Financing Options</li> <li>• Operational Costs</li> <li>• Surviving the Storm</li> </ul>
3	<b>Structuring Your Organization</b> <ul style="list-style-type: none"> <li>• Legal Entity</li> <li>• Legal Requirements</li> <li>• Location, Location, Location</li> <li>• Employees vs Outsourcing</li> </ul>	7	<b>Telling Your Story</b> <ul style="list-style-type: none"> <li>• Confidence</li> <li>• Content</li> <li>• Control</li> </ul>
4	<b>Goal Setting</b> <ul style="list-style-type: none"> <li>• Documenting Milestones &amp; Measurables</li> <li>• Contingency Planning</li> <li>• Accountability Partners</li> </ul>	8	<b>Time to Launch</b> <ul style="list-style-type: none"> <li>• In-Class Business Presentations</li> <li>• Final Checklist</li> </ul>