



EDMONDS ENTREPRENEURIAL LEADERSHIP TRAINING

Program Schedule

March 20 – June 5, 2018

Class #	Date	Topic	Key Session Outcomes
1	03/20/18	Program Orientation	<ul style="list-style-type: none"> • Communicate realm of possibility for students attending this program (inspired by local business people, ELT India, ELT Rwanda) • Final outcome of program is Lean Business Canvas • Introduce Mentor program
2	03/27/18	Core Values	<ul style="list-style-type: none"> • Why core values matter • How core values are practical in the context of life and business • Know why what you are doing is worth doing • Who are you becoming in your entrepreneur journey and is it consistent with your core values
3	04/03/18	Unpacking the Entrepreneur's Brain	<ul style="list-style-type: none"> • How entrepreneur's dream • How entrepreneur's think • Bust myths about entrepreneurs
4	04/10/18	Creating Ideas	<ul style="list-style-type: none"> • Guest speaker • Facilitate idea creation brainstorming
5	04/17/18	Social Enterprise	<ul style="list-style-type: none"> • Students are able to differentiate between a regular enterprise from a social enterprise • Students understand the benefits and challenges of a social enterprises • Students understand the nuances of funding, operating and managing a social enterprise



6	04/24/18	<p>Lean Business Canvas</p> <ul style="list-style-type: none"> • Problem • Unique Value Proposition • Customer Segments 	<ul style="list-style-type: none"> • Student understands each concept • Student are able to use each concept to explain their business • Student uses each concept to pressure test their business
7	05/01/18	<p>Lean Business Canvas</p> <ul style="list-style-type: none"> • Solution • Channels • Revenue 	<ul style="list-style-type: none"> • Student understands each concept • Student are able to use each concept to explain their business • Student uses each concept to pressure test their business
8	05/08/18	<p>Lean Business Canvas</p> <ul style="list-style-type: none"> • Cost Structure • Key Metrics • Unfair Advantage 	<ul style="list-style-type: none"> • Know what is important to capture • Understand the importance of running the business by numbers • Able to calculate break-even point • Able to compute and budget startup loan repayment
9	05/15/18	Funding	<ul style="list-style-type: none"> • Description of different types of funding • Description of the expense for each type of funding • What you need to obtain funding
10	05/22/18	Doing Business in Washington	<ul style="list-style-type: none"> • Students know where to go for resources • Information about <ul style="list-style-type: none"> — WA State UBI — State, County, City business licenses and taxes — Corporate structure (C Corp, S Corp, LLC)
11	5/29/18	Ethics, Character, Servant Leadership	<ul style="list-style-type: none"> • Principles for running a lawful business • Staying tune to your business' key metrics so you don't get taken advantage of • Why a business with ethics, character and an attitude of servant leadership are better able to retain employees and have strong customer loyalty



12	06/05/18	Shark Tank Launch!	<ul style="list-style-type: none"> • Students experience pitching for investment • Students receive substantive feedback that will enable them to: <ul style="list-style-type: none"> — Understand the holes in their rationale — What's missing in their pitch — How they can improve overall • Realize their accomplishment in completing the EELT program
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CURRICULUM OBJECTIVE

- The student gains a clear idea of who they are
- They are connected to their business idea
- They have a well thought out Lean Business Canvas (LBC)
- They are able to confidently pitch their business idea

CLASS FORMAT

- Start with community meal = 30 minutes
- Class = 2.5 hours