

## Starting a Business Overview



### Cisco Entrepreneur Institute

Based on the experience of the iExec Education Program developed by Internet Business Solutions Group and Cisco's reputation as a leader in the use of Internet business solutions, Cisco created the Cisco Entrepreneur Institute to address the competency gaps that inhibits individuals, businesses and governments from fully participating in the global networked economy.

### Starting a Business Workshop

The Starting a Business workshop is specifically designed to empower individuals who want to start a small to medium-sized business or who are already operating one. Successful business ownership requires not only choosing the right type of business but an understanding of legal requirements, accounting, management, and marketing. A business plan pulls all these components together. Most people fail in business because they make avoidable mistakes. This workshop teaches what those mistakes are and how to avoid them.

The workshop will consist of leader-led instruction, small group work, on-line learning, and an individual project. Group exercises, case studies, and discussion forums help participants apply knowledge learned to real-life situations.

### Expected Outcomes

Starting a Business is a practical, comprehensive workshop on how to successfully start and operate a business. When participants complete the workshop they should be able to:

- Evaluate business potential
- Prepare a business plan
- Determine the information and communication technologies needed
- Decide on a business organization structure
- Identify the appropriate licenses and permits needed
- Determine the type of insurance needed
- Select a business location and negotiate its lease
- Manage business accounting activities and track cash flow

- Finance the venture by acquiring startup capital
- Set up an E-Commerce site to sell online
- Buy an existing business or franchise
- Recruit, hire, train, manage, and motivate employees
- Develop a marketing plan and put it into action
- Use the Internet for online marketing
- Manage purchasing and inventory control
- Prepare for opening the business
- Expand the business and handle problems
- Conduct trade outside your country

### **Audience**

This workshop is designed for entrepreneurs who are thinking about starting a business.

### **Hours of Instruction**

The total workshop time of 55 hours includes facilitated discussions, group exercises, case studies and online workshop materials.

### **Partners**

Cisco gratefully acknowledges the contribution of workshop materials from the following partners:

- My Own Business, Inc.
- Cornell University
- GoVenture by MediaSpark
- HP
- Stanford University

### **Workshop Outline**

**Module 1: Evaluating Business Potential**

**Module 2: Business Plan**

**Module 3: Communication and Information Technology**

**Module 4: Organization**

**Module 5: Licenses, Permits, and Names**

**Module 6: Insurance**

**Module 7: Location and Leasing**

**Module 8: Accounting and Cash Flow**

**Module 9: How to Finance Your Business**

**Module 10: E-Commerce**

**Module 11: Buying a Business or Franchise**

**Module 12: Employees**

**Module 13: Opening and Marketing**

**Module 14: Expanding and Handling Problems**

**Module 15: International Trade**

**Start-Up Kit**



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