



## **High School Entrepreneurial Training: Typical 8-week class**

- Recommended for a 1 to 1-1/2 hour class (if 1 or less hours, ideal is approximately 10 meetings)
  - Books are provided to all students
  - Classes can be doubled up in a week, especially helpful for classes an hour or less
  - Schedule and plans are flexible depending on the needs of the class!
1. Intro to Business planning
    - a. Why is planning important?
    - b. Business ideas & interests – focus on brainstorming as needed
    - c. Team formation (if desired to get groups around specific subjects)
    - d. Idea finalization
  2. The business model (ensure everyone is working on a business idea)
    - a. Creating a mission statement
    - b. Describing the business
    - c. Your goals and objectives
  3. Marketing Research
    - a. Your industry and trends
    - b. Your target market
    - c. Competition and identifying your USP
  4. Marketing
    - a. Products & services and pricing
    - b. Location & distribution
    - c. Promotional activities
  5. Operations planning and putting it all together
    - a. Staffing
    - b. Identifying risks
    - c. Pulling together the plan/the executive summary
  6. Budgeting & Financials
    - a. Startup needs
    - b. Breakeven
  7. Financials
    - a. Projecting operating financials (P&L only for HS; BS also for college)
  8. Final help or presentations

## **Upon Completion**

- Students receive a certificate of completion upon submitting their written business plan or doing a class presentation of their business plan.
- Sessions end coinciding with the annual NVC Business Plan Competition. Usually, all student business plans are automatically entered as part of the process of completing the program.

## **Contact**

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