



DreamMaker

Iowa Center for Economic Success

Start, Run & Grow Your Business



Iowa Center for Economic Success

Mission

Our mission is to empower Iowans with the potential to succeed as they pursue opportunities for financial success.

Priorities

Education · Capital · Networking

Our Why

The Iowa Center is committed to empowering people to strengthen and stabilize their financial futures through business ownership and investment. It is our belief that to be successful in small business, one needs support in three core areas: education, capital, and networking. We have built key programs that support those core areas and empower individuals to succeed, families to prosper, and communities to thrive. Success to us is people supporting themselves and their families through the execution of their own ideas.

Start, Run & Grow Your Business



Introducing this Class

The slide decks provided to instructors as part of the Start, Run & Grow Your Business curriculum, created by Tim Berry, are licensed under a Creative Commons Attribution 4.0 Unported License.

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Introducing Myself

- Teleza “TJ” Daniels
- Iowa Center History
- Entrepreneurial Journey
- My Passion



Start, Run & Grow Your Business



Objectives

- Know how to start a business
- Understand risks, rewards, work
- Practical and real-world orientation
- Develop a business plan
- Get started

Start, Run & Grow Your Business



General Logistics

- Email me at tjdaniels@theiowacenter.org
- Call me at – do not call me
- Watch <https://theiowacenter.org/dreammaker-fall-2022/>
 - for syllabus, assignments, and announcements
- FB Group: [The Iowa Center WBC DreamMaker Fall 2022](#)
- Office hours: Mon-Thur 8:30 to 4:30/Fri 8:30 to 1pm
- Office Office Hours Monday's - Send your work as email attachments if you need me to review
- You will do a business plan

Work Style

- Simple business writing
- Spelling and grammar matter
- Bullet points are fine
- Keep it simple: use, not utilize
- Presentations are essential
- Internet is essential
- Showing up matters

Course Contents

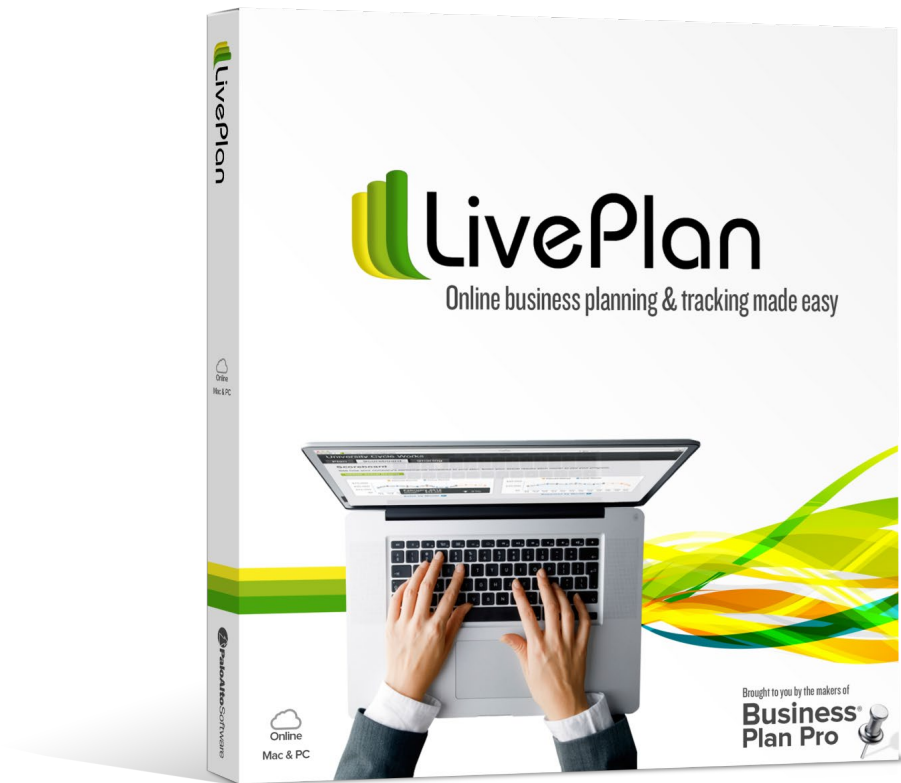
- Suggested Readings
- Classroom discussion
- Participation
- Classroom hands-on sessions
- Assignments
- Business plans
- Final presentations

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Working with the Website

- URL needed
- Watch for announcements
- Watch for schedules
- Watch for resources, downloads, etc.



Start, Run & Grow Your Business



Working with the Software

- I'm not technical support ...but Support is available, 8am - 5pm U.S. Pacific time, Monday - Friday
- www.liveplan.com/contact_us
- help@liveplan.com
- 888-498-6138
- Live Chat is within LivePlan

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Working with Computers

- Download a copy of your plan to your own drive
- Your work is saved every 5 seconds
- Print well in advance

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Introducing Yourself

- Stick to the time limit please
- Name, current business, new business, location
- Expectations
- Iowa Center Staff

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Assignments

- Start a Pitch
- Market Analysis
- Estimated Sales Forecast
- Estimated Profitability
- Start-up Costs and Funding
- Lean Business Plan
- Complete Business Plan
- Presentation
- Written document

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