

Learning Objectives for Session 02

In Session 02, you will learn:

- Can you turn your business idea into a real business?
- What does it take to build a business?
- What sets your business apart from other companies?

Overview

You have an idea for a business. What's the first step? Take the idea that has been forming in your head (your business concept) and see if you can turn it into a real business. Will your business idea fly?

Think about how your business will be different from other companies. What will you offer that would be missed if it weren't there?

Definitions

Concept: An idea; something formed in the mind.

Kick Start: To start or begin strongly, quickly.

(The definitions below are paraphrased from the [U.S. Patent and Trademark Office](#))

Patent: The grant to the inventor of the right to exclude others from making, using, selling within the United States, or importing the invention into the United States.

Copyright: A form of protection of “original works of authorship,” including literary, dramatic, musical, artistic and certain other intellectual works, both published and unpublished.

Trademark: A word, name, symbol or device which is used in trade with goods to distinguish them from the goods of others.

Suggested Readings for Session 02

The following books are a good supplement to this course, but are not required:

- [Lean Business Planning](#), Tim Berry
- [3 Weeks to Startup: a High Speed Guide to Starting a Business](#), Tim Berry and Sabrina Parsons
- [The Art of the Start 2.0](#), Guy Kawasaki