

## Take a Chance workshop series

### Session 1 - Ideas Generation – 20<sup>th</sup> February, 18.00 to 20.30

- Icebreakers designed to help participants get to know each other
- Examine the reasons why you want to start a business
- Development of own Entrepreneurial profile
- Develop an understanding of the different methods used for generating new business ideas

### Session 2 – Introducing Finance – 27<sup>th</sup> February, 18.00 to 20.30

- A comprehensive overview of financial terminology:
  - o Direct costs
  - o Indirect costs
  - o Capital costs
  - o Drawings
- An understanding of how this links to your business idea

### Session 3 – Finance projections – 6<sup>th</sup> March, 18.00 to 20.30

- Understanding what is a cash flow and how a cash flow works
- This is a practical exercise where you will also develop your own cash flow
- An action plan (what you need to research before you are ready to start planning with NIBSUP)

### Session 4 – Getting ready – 13<sup>th</sup> March, 18.00 to 20.30

- Market research:
  - o Who are your customers?
  - o What will they buy?
  - o How often will they buy?
  - o Marketing Mix
  - o Competitors
  - o Trends
  - o Size
- An action plan (what you need to research before you are ready to start planning with NIBSUP)

### Session 5 – Goal setting and overcoming nervousness – 20<sup>th</sup> March, 18.00 to 20.30

- Setting Goals: marketing, financial, and personal.
- Introduction to body language
- Dealing with nervousness – feel the fear and do it anyway!
- Understanding the sales process
- Dealing with objections

### Session 6 – Do it! – 27<sup>th</sup> March, 18.00 to 20.30

- Developing your 10-second pitch.
- Developing your 5-minute pitch.
- Delivering your 5-minute pitch – vouchers for those who participate.