

Curriculum Overview



Topic		Date and Time	Description
From Idea to Action	Part 1	July 15, 2025 5 PM - 7 PM	<p>Participants explore creative brainstorming techniques to generate business ideas based on personal interests, market needs, and community opportunities. They learn how to "sift through" possibilities and focus on ideas with real-world potential.</p> <p>The session emphasizes setting clear business objectives, understanding personal motivation, and identifying ideal customers to anchor their business concept.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> • Creative thinking • Goal setting • Customer identification
	Part 2	July 16, 2025 5 PM - 7 PM	
Show Me The Money	Part 1	July 21, 2025 5 PM - 7 PM	<p>This lesson introduces participants to business financial basics in an accessible, beginner-friendly way. They will learn how to analyze if their idea can realistically make money by understanding key financial concepts like income, expenses, and profit margins.</p> <p>Hands-on exercises include basic pricing strategies, simple profit calculations, and recognizing common hidden costs.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> • Financial literacy for entrepreneurs • Budgeting basics • Evaluating profitability
	Part 2	July 22, 2025 5 PM - 7 PM	
High Key Action	Part 1	July 23, 2025 5 PM - 7 PM	<p>Participants move from planning to action: how to sell their product or service, how to choose the right legal structure for their business (e.g., sole proprietorship, partnership), and how to plan for growth by identifying when they need to upskill, hire, or partner with others.</p> <p>The focus is on building operational resilience from the start and aligning business choices with long-term goals.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> • Sales fundamentals • Organizational structure choices • Growth planning
	Part 2	July 28, 2025 5 PM - 7 PM	
Who is My Customer and Where Are They?	Part 1	July 29, 2025 5 PM - 7 PM	<p>This final lesson focuses on understanding the marketplace. Participants learn what defines a market or market niche, how to pinpoint where their target customers "hang out," and how to begin testing their product-market fit.</p> <p>They will also get an introduction to basic marketing strategies, including digital and in-person methods, and how to develop messaging that resonates with their intended audience.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> • Market research • Finding and segmenting a target audience • Marketing fundamentals
	Part 2	July 30, 2025 5 PM - 7 PM	