

# Entry to Entrepreneurship (E2E)

Guide to the last two weeks. *Almost there!*

---

## **Tuesday April 5<sup>th</sup> 3:00 - 5:00, Berkshire Community College in Great Barrington**

- Homework: Email the final draft of your business plan to [alicemaggio@centerforneweconomics.org](mailto:alicemaggio@centerforneweconomics.org) by the beginning of class. Typed, following the outline of the Business Plan Worksheet in your packet. With Start Up Expenses and Budget attachments.
  - Overview of the resources that are available to you after E2E
  - Discussion of BerkShares
  - Reflection on what you've learned and overall experience in E2E.
  - Practice of your oral presentations
- 

## **Tuesday April 12<sup>th</sup> 5:00 – 7:00, Dewey Hall, 91 Main Street in Sheffield**

- Pizza party starting at 4:15
  - Event starting at 5:00.
  - Oral presentations of your business plans
  - Awards of seed money, 200 BerkShares each
- 

### **Business plan library**

Unless you talk with Alice and request otherwise, your completed business plan will be kept on file by BerkShares, Inc., in a “library of good business plans for the Berkshire Region” available on the BerkShares website as a resource to anyone who is interested in starting a business in the area.

---

### **Guidelines for Oral Presentations**

Presentations should be 3 minutes long. That's not very long! Your presentation does not need to be exactly the same as everyone else's. Don't be afraid to get creative in the way you present your business plan. The structure of your presentation does not need to follow the order of the questions below, but it can if you want. Please include the following elements:

- What's the problem or need your business is addressing? What's your solution?
- What's your business model? How will your business work and make money?
- What competition will your business have, and how will you distinguish your business?

What's your value proposition?

- Who is your target market and how will you reach them?
- What's your team? Why are you and the team qualified to run this business?
- What are the first steps you would take to start up this business? How might it grow over time?
- What is your projected start-up costs or budget?
- Summarize your business and why it's going to be great!