



BusinessPreneurship Workshop Outline

Target Audience:

- Aspiring business owners and entrepreneurs who want to start or properly set up their businesses.
- Existing business owners who need to restructure their businesses.

Workshop Goals:

- Equip participants with the fundamentals of running a business.
- Foster awareness of the mental aspects that contribute to success.
- Guide participants through the process of pre-qualifying as a government vendor.

Workshop Topics:

I. Mindset for Success

- How beliefs, attitudes, and habits influence personal and professional life.

II. Business Structures

- Understanding different business types: LLC, S-Corp, C-Corp, Partnership.



III. Financial and Legal Fundamentals

- Banking and business credit.
- Importance of Dun and Bradstreet.
- Business insurance.
- Accounting basics.
- Drafting by-laws and operating agreements.

IV. Branding and Online Presence

- Choosing a business name.
- Selecting a website and domain name.
- Creating an effective online presence.

V. Addressing Common Business Challenges

- Q&A session on typical questions faced by business owners.

VI. Advanced Topics for Experienced Business Owners

- Strategic thinking for growth.
- Maintaining business stability and fostering growth.
- Building collaboration within the company.
- Identifying and leveraging hidden strengths.
- Crafting messaging aligned with business goals, services, and products.
- Enhancing customer retention ("stickiness").

VII. Government Vendor Pre-qualification



- Step-by-step guide on how to pre-qualify as a government vendor.

VIII. Additional Resources and Support

- Provide resources for further learning and support.

Note: The workshop can be tailored to the specific needs of the audience, with more emphasis on certain topics depending on the participants' experience levels and interests.