

Turning Risk into Success (TRIS) – Agenda
CSU, Chico
Tehama Hall (North Edge of Campus)
Dean’s Office, Room 301
January 18-19, 2019

Time	Lesson Name	Topics Addressed
Day 1		
9:00 am	Introductions and Overview	<ul style="list-style-type: none"> • How are the lessons organized? • What are the course content?
9:15	Lesson One: What is an Entrepreneur?	<ul style="list-style-type: none"> • What is an entrepreneur? • Do entrepreneurs have any special characteristics? • Why not just get a job rather than start your own business? • What are the disadvantages? • What types of businesses are there? • How do you get started?
9:30	Lesson Two: Do You Have Problem Worth Solving?	<ul style="list-style-type: none"> • Do you have a problem worth solving? • Do you have an idea that can be sold (either a product or service)? • Who is your customer? • What is your Unique Value Proposition (UVP)? • How will you solve the problem? • How will you reach your customers? • Can you make money?
9:45	Lesson Three: Brainstorming Ideas	<ul style="list-style-type: none"> • What is brainstorming? • What is ideation? • I want to be an entrepreneur, but I don’t have a good idea—how do I get a good idea? • Are you innovative and creative? --Don’t limit yourself; think outside the triangle!
10:00	Lesson Four: Design Thinking	<ul style="list-style-type: none"> • What is design thinking (DT)?

		<ul style="list-style-type: none"> • What are the Sustainable Development Goals (SDGs)? • Can you start a business that addresses one or more of the SDGs? • What is a Minimum Viable Product (MVP)?
10:15	Lesson Five: Organizing Your “Big Idea” Using the Lean Canvas Business Model	<ul style="list-style-type: none"> • What is your big idea? • Who is your customer? • What is a lean canvas?
Break: 10:15 to 10:30		<ul style="list-style-type: none"> •
10:30	Lesson Six: A Closer Look at the Lean Canvas	<ul style="list-style-type: none"> • What is Myface? • Where can I go to see an example of a real business venture now starting up? • How can I use the Myface example to creating my own lean canvas?
10:45	Lesson Seven: Projecting Startup Costs, Expenses, and Revenues	<ul style="list-style-type: none"> • What is a startup cost? • What are its main operating costs (i.e., expenses)? • What will be your company’s main revenues? • What is net income (i.e., net profit)? What is an income statement (i.e., profit and loss statement; P&L)? • Example: Larry’s Lawn Service • What is opportunity cost?
11:00	Lesson Eight: Using Excel to Make Your Life Easier	<ul style="list-style-type: none"> • Will I get some practice using Excel, applying “Professor DeBerg's Top Ten Things to Love about Excel” videos as a guide • How will Excel help me prepare and understand the balance sheet and income statement for “Annette’s Tutoring Business?” • Will knowledge of Excel help me fill out the two bottom cells of the Lean Canvas? • How can we use the Myface example to understand the Cost structure and Revenue streams of a new business?
11:30	Lesson Nine: Sources of Financing (Personal Savings, Friends, Family, Angel Investors)	<ul style="list-style-type: none"> • What is the difference between debt vs. equity (Myface example) • Where can you get money to start your business? <ul style="list-style-type: none"> --Friends, family --Angel investors --Venture capitalists • What is self-financing? • When borrowing money, what is a co-signor? What is collateral?

		<ul style="list-style-type: none"> • What are the advantages and disadvantages of taking on a partner or angel investor? • How can I use Excel to calculate interest on simple interest loans and annuities?
Noon to 1:15	LUNCH (on your own)	
	Lesson Ten: Sources of Financing (Crowdfunding)	<ul style="list-style-type: none"> • What is crowdfunding? • What are two of the most popular crowdfunding websites? --Crowdfunding Kickstarter, Indiegogo • What is the difference between Kickstarter and Indiegogo? • What are the three main project types funded by Indiegogo? • What do you need to do start a crowdfunding campaign?
1:15	Lesson Eleven: Pitching Your Idea with the Pitch Deck	<ul style="list-style-type: none"> • What is a pitch deck? • How do I sell my idea to banks and investors (see The Building Blocks of a Pitch Deck) • Is Myface's pitch deck effective?
1:30	Lesson Twelve: Marketing Your Product or Service to Customers	<ul style="list-style-type: none"> • How does the marketing strategy for your business map on to the lean canvas? • What are the Four P's of the Marketing Mix? • What is the difference between sales price and purchase cost? • What is markup percentage? • As an example, what is Walmart's pricing strategy?
1:45	Lesson Thirteen: A Close Look at Digital Marketing	<ul style="list-style-type: none"> • What is digital marketing? - an umbrella term for all online marketing efforts • What are some examples of digital marketing? --Websites, Google search, social media, mobile apps --SEO (Search Engine Optimization) --SEM (Search Engine Marketing), --Display advertising
2:00	Lesson Fourteen: School Clubs, Sole Proprietorships and Partnerships	<ul style="list-style-type: none"> • Can I start a business while I am still in high school? • Sole Proprietorship (one owner, unlimited liability) • Partnership (two or more owners, unlimited liability) • What is the entity concept? Why is it important? • What are the advantages and disadvantages of a sole proprietorship? • What tax forms must a sole proprietor file each year?

		<ul style="list-style-type: none"> • What are the advantages and disadvantages of a partnership? • What tax forms must a partnership file each year?
2:30	Lesson Fifteen: Corporations, Hybrids, and Nonprofits	<ul style="list-style-type: none"> • When you turn 18, what kind of business do you want to be? • What is a Regular Corporation (C-Corp; many owners, limited liability, double taxation) • What is an S Corporation (S-Corp; many owners, limited liability, single taxation) • What is a Limited Liability Company (LLC; many members, limited liability, single taxation) • What is a nonprofit corporations (501c3; no owners, but an executive management team; no taxation)
2:45	Lesson Sixteen: Cash – The Gasoline That Keeps Your Business Running	<ul style="list-style-type: none"> • How do I manage cash? <ul style="list-style-type: none"> --Managing personal cash by creating a personal budget --Investing personal cash to initially finance your business • What is the “story” of cash? It has three chapters: arranging the financing, investing in startup costs and paying startup expenses, and operating the business • What are the three categories that all cash flows can be classified? • What is the difference between cash basis accounting and accrual accounting?
3:15	BREAK	•
3:30	Lesson Seventeen: Running the Business (Recordkeeping, Financial Statements, and Employee Management)	<ul style="list-style-type: none"> • Why should I reconcile my cash balance to the bank’s balance? • Why is it important to keep good records? • How do I prepare periodic financial statements under accrual accounting? • How do I prepare periodic financial statements under cash basis accounting? • How do I hire and manage employees?
Day 2		•
9:00-9:15	Lesson Eighteen: Taxes	<ul style="list-style-type: none"> • What is income tax? <ul style="list-style-type: none"> ➤ --it’s based on a company’s net income before tax • What is self-employment tax <ul style="list-style-type: none"> ➤ --it’s a social security tax paid by an owner of a business

		<ul style="list-style-type: none"> • What is payroll tax? <ul style="list-style-type: none"> ➤ --it's based on the amount paid to employees in wages and salaries • What is the difference between an employee and an independent contractor? • What is sales tax? <ul style="list-style-type: none"> ➤ --it's a tax collected from customers and paid to the state and county government on the sale of goods (but not services)
9:15-10:00	Lesson Nineteen: Intellectual Property	<ul style="list-style-type: none"> • What is intellectual property, in general? • What are trademarks/service marks? • What are patents? • What are copyrights? • What are domain names? • What are some "thorny" issues involving ownership? <ul style="list-style-type: none"> --Mark Zuckerberg and Winklevoss Twins example • --Examples from Rahn article
10:00 – 10:30	Lesson Twenty: Using Math to Make Business Decisions	<ul style="list-style-type: none"> • What is risk? • What is Einstein's second greatest theory? • How do you calculate present value and future value using different interest rates and number of compounding periods? • How can Excel help in making calculations involving the five main variables: present value, interest rate, number of periods, and future value? • How does a business owner minimize risk and maximize return? • In the next roll of two dice, how likely is it that you will roll a "7"? • How is managing risk like rolling dice? • How can you use the notion of probability and uncertain future outcomes to calculate the "expected value" of starting a business? • What financial statistics can I compute from financial statements? (e.g., breakeven, working capital, current ratio, debt to equity, return on sales, return on equity)
10:30-10:45	Break	<ul style="list-style-type: none"> •
10:45	Lesson Twenty One: The Triple Bottom Line and Civic Engagement	<ul style="list-style-type: none"> • What is the triple bottom line? • What is civic engagement? • What is social capital? • What is humanitarian capitalism?

		<ul style="list-style-type: none"> • How does local, state and federal government affect your business? • What is the difference between government debt and a budget deficit? • What can governments do to be fiscally responsible?
11:00	Lesson Twenty Two: Social Entrepreneurship-More than the Financial Bottom Line	<ul style="list-style-type: none"> • What is social entrepreneurship? • What is a socially responsible business (SRB)? • What is an example of an SRB? • What is a social enterprise business (SEB)? • What is an example of an SEB? • Can SEBs seek a profit? • What is the difference between a micro and a macro social entrepreneur? • What are some examples of social enterprises? • Can I create a social enterprise to address the Sustainable Development Goals (SDGs)? • What are some examples from the SAGE World Cup 2017?
11:30	Lesson Twenty Three: Macro vs. Micro Social Entrepreneurship	<ul style="list-style-type: none"> • What is the difference between a Macro and a Micro Social Entrepreneur? • Why doesn't the government provide social services now provided by social entrepreneurs? • Why doesn't the private sector provide social services now provided by social entrepreneurs? • What does a lean canvas look like for a social entrepreneur? • How are social entrepreneurs held accountable? • How is "impact" measured? • Why is Chico Flax an example of a Micro SE?
12:00 to 1:15	LUNCH (on your own)	
1:15	Lesson Twenty Four: Doing Business in the Global Community	<ul style="list-style-type: none"> • What does it mean to go global? • Who is Richard Branson? • What is foreign currency? • What is a foreign currency exchange rate? • What are imports? • What are exports? • What is the difference between tariffs, subsidies, and quotas?

		<ul style="list-style-type: none"> • What are the 17 Sustainable Development Goals (SDGs)? • What is the role of global organizations such as the World Bank and the IMF in global business?
1:45	Lesson Twenty Five: Going to College and Majoring in Business	<ul style="list-style-type: none"> • What is the monetary value of a university education vs. high school? • If I major in business in college, what kind of career might fit for me? • Which business majors have the highest starting salaries? • Why is Einstein's Second Greatest Theory (i.e., compound interest) an important concept to know when planning? • Why is it important to find good mentors? • What are examples of good places to find a mentor? (e.g., SCORE, SAGE, SIFE/Enactus, etc.) <p> https://www.score.org/ https://www.sba.gov/offices/headquarters/osbdc/resources/11409 http://enactus.org/ http://www.sageglobal.org/?page_id=11197 </p>
2:00-2:30	Lesson Twenty Six: Pitching Your Business at a SAGE Competition	<ul style="list-style-type: none"> • What is SAGE? • What curriculum does it offer? • Who are SAGE's mentors? • Who is Ndaba Mandela? What role does he play in SAGE? • What happens at a SAGE competition? • Where are the competitions? • How do I start a SAGE team?
2:30	Assessment Concerns	
3:00	Link to Standards	
3:30	Utilizing Mentors from Chico State	
3:45	Wrap-up and Adjournment	