



# Announcing The Idea to Launch 2018 Startup Blueprint Training Program

*If you want to start new business, but just don't know how - This Is For You!*

**What is it?** A 12 week intensive training and mentoring program using the Startup Blueprint Canvas to help entrepreneurs and pre-revenue startups launch successful businesses *quickly* and at *minimal cost*. Become a savvy, *market ready* business entrepreneur in 2018!

**Start Date:** early Spring, 2018    **Location:** Online - *no need to travel to a classroom!*

**Program Cost:** \$700 per non-military client and \$500 per veteran\* entrepreneur.

\*DD 214 is required showing an honorable discharge after 2001. Scholarships are available for entrepreneurs with exceptional business ideas

**Incentives:** One of every 5 clients in this cohort can have half of their training fee *refunded* by completing the I2L course and submitting a top rated<sup>1</sup> canvas for their business..

<sup>1</sup> Completed canvases will be ranked by a panel of experienced entrepreneurs and investors.

## What You Receive:

- 12 weekly interactive online training sessions led by a well qualified instructor.
- 12 online mentor led group collaboration and problem solving lab sessions.
- Optional weekly BML\*\* in-person mentoring sessions. (up 2 hours; \*\*paid for by clients)
- Access to special learning resources in the **AREA41** section of our website..
- A special enhanced version of the Startup Blueprint Canvas<sup>2</sup>.

<sup>2</sup> This is a self teaching, easy to use, Startup Blueprint PDF Canvas model designed specifically to safely guide new inexperienced entrepreneurs very quickly and cost effectively through the difficult pre-revenue business development and launch stage. The enhanced Startup Blueprint Canvas includes built-in instructions and direct access to exclusive online resources, including powerful training videos, templates, references, and tools. By following our canvas model you avoid common mistakes made by inexperienced entrepreneurs, and each of those mistakes would easily cost you much more than the price of this course.

**BONUS:** Each client completing the 12 week course and the Startup Blueprint Canvas will receive receive a free Level 2 responsive website from our web services affiliate, Website41, plus a 40% discount on one year of Level 2 hosting for your website.

## Qualifications and Restrictions:

- This initial training cohort is limited to 25 clients.
- Training clients must pay program fees in full before training begins.
- Trainees should verify having adequate funds set aside for starting their business<sup>3</sup>.

<sup>3</sup> Not having adequate funds to launch the business is a primary reason for startup failure. With less than \$5000 set aside, you will need a viable business bootstrapping plan to qualify for this program

**Learn More:** This program is offered by the Innoception Accelerator: [innoception.com](http://innoception.com).

Register on our website after 1 December, 2017, or email us at [i2l@innoception.com](mailto:i2l@innoception.com).

# Announcing

## 12 Week Innoception Accelerator Training Program

1. **Startup Failure & Business Canvas Models:**
    - a) Dismal data for startups
    - b) Canvas promises and issues
    - c) Canvas options for startups
  2. **Assumptions, Research, and Market Viability [Biz Concept Canvas]:**
    - a) Market Research Resources
    - b) Viability = Va/ue / Risk
    - c) Finding Your Sweet Spots
  3. **Concept Validation defines your Viable Business Concept:**
    - a) What Validation Is and Isn't
    - b) Concept Validation Methods
    - c) Your Concept Value Proposition
  4. **Design Business Strategies using your Viable Concept [Biz Design Canvas]:**
    - a) Competition Strategy
    - b) Resources Options Strategy
    - c) Marketing Strategy
  5. **Estimate Profit Viability based on your viable Business Strategies:**
    - a) Profit Objectives & Constraints
    - b) Envelope Estimates
    - c) Financial Viability Pivot Point
  6. **The Right Business Entity Structure and Action Plan:**
    - a) Business Entity Types
    - b) Tax and Liability Factors
    - c) Action Plan for Startup Launch
  7. **Product Validation Experiments [Pre-launch Validation Canvas]:\***
    - a) Testing Product/Market Fit
    - b) Validation Experiment Results
    - c) Iterations: MVP to MRP
  8. **Product Specifications, IP, and Procurement:\***
    - a) Production Specifications
    - b) Intellectual Property Plan
    - c) Procurement Strategy
  9. **Financial Validation - Expenses Modeling & Plans \***
    - a) Expense Priority & Options
    - b) Develop Expense Strategies
    - c) Using Professional Support
  10. **Financial Validation - Revenue Modeling & Plans:\***
    - a) Revenue Strategy & Options
    - b) Cash Flow & Strategy
    - c) Using Professional Support
  11. **The importance of Shareholder Value and Planning:**
    - a) Investor Expectations
    - b) Partners and Employees
    - c) Customers and Clients
  12. **Business Pre-launch Ramp Up Checklist [Launch Checklist]:\***
    - a) Legal & Administration
    - b) Staffing & Support
    - c) Facilities & Systems
- \* (Expensive Activities)