

## Course – Starting your own Business

### Course Description

This course will cover registering a business, insuring a business, tax compliance, asset protection, business plans, lines of credit, and more. At the end of the course, we will try to pair each student with a mentor within their intended industry to help coach them and help them through challenges.

### Facilitators

Lead: Zach Isaacman did years in prison, wrote his own appeal, and upon winning that appeal, left prison to start his own successful business.

Prof. James Chapman is an attorney and professor in Carbondale. He has taught many entrepreneurial courses for inmates returning to society.

Martin Reyes is a successful business owner. He has been to prison 4 times.

### Date and Time of Delivery on Zoom

Feb. 8th, 12th, 15th, & 19th

9AM-1PM

### Duration

16 Hours (4 days x 4 hours each day)

### Course Objectives

You will be able to:

- Discuss the mentality necessary to succeed as an entrepreneur.

- Explore some of the industries of business ownership available to students, along with philosophy and business management.
- Set up your business.

## Sessions

Day 1: Introduction to the course--Meet the instructor and hear his story. Learn the benefits of business ownership. Make a plan to start, get funding if you need it. Identify your industry and make a business plan. Getting the business registered and insured.

(Video talk with a mentor)

Day 2: The Entrepreneurial mindset--The difficulties you can expect to encounter. This will be difficult! Never give up--this isn't a 9-5. Possible lines of credit.

(Video talk with a mentor)

Day 3:

Business plans, asset protection, and tax compliance.

(Video talk with a Mentor)

Day 4: Summary. Learn about inspirational speaking.

Support and Resources within the Program :

Pairing with Mentor in your field (if available)

Tutoring in Sheets to produce Budget

Tutoring in DOCS to produce business plan

Final Assignment:

Submit business plan and budget and task list.

Final Quiz

**Final Assignment:** In order to pass the course, each student will be asked to complete a final exam. The final exam will be in VERBAL essay format, asking the student to outline the steps they would go through to start his business. Ex: What will you name your business? What will your business do and in which industry? Who will your customers be? What will be your cost of business and what sort of return do you expect to be able to justify that cost? Does your business require any special licensing or certifications? Does your business require assets like a semi-truck or a store front? What sort of insurance does your business require? How will you get it registered? Will your business require start-up money or funding, and how will you acquire that? Each student will explain their individualized formula for business and be graded on it's likelihood of success. Present your ideas to the shark tank (faculty).