



## 2023 Course Catalog

### Entrepreneurial & Business Education, New Business Development & Workforce Development

Launch HOPE offers the foundational business programming and entrepreneurship coaching made available at our partner locations or online. Programming is customizable to fit the unique needs of our partners and the populations that they serve. Certificates and Ivy Tech College credit are available at no cost for many of the Launch HOPE classes.

#### Entrepreneurship, Business & New Business Development Courses

**Basic Business Computing LH100:** This class establishes the basics of business computing necessary to fully participate in Launch Hope programming. This includes how to establish a Gmail account, setting up and using a google drive, using basic G-Suite products, creating folders, and sharing files, basic google searches, bookmarking internet sites, downloading and saving internet information, and more. 3 hours.

**Personal Finance LH101:** For many of us who are not financial professionals, worrying about money and saving for the future can be a chore. In this course, a financial expert shows how opportunities arise when you change your attitude towards money. You're taken through the basics of personal finance—assessing where you are with earning, spending, saving, and investing—with an eye for finding opportunities to enrich your life. Students are also provided an overview of budgeting, including how to track your weekly, quarterly, and annual spending, debt, and how to set and reach goals and more. 3 hours with follow up coaching.

**Business Research LH102:** Students are taught the fundamentals of industry, competitor, and consumer research. The instructor leads an interactive session teaching students how to utilize advance Google search functions that return higher level data and information in these areas. Additional research databases available through online library systems are also discussed, teaching students how to obtain a library card and how to leverage their local library to enhance their business endeavors. 3 hours.

**Project Management: LH103:** Efficient, easy to apply fundamentals of project management are introduced, from establishing goals and objectives to building a project plan, to managing resources and work. The course covers how to meet deadlines and/or how to adjust to unexpected changes during a project. Tips for communicating effectively, holding productive meetings, keeping a project on track, and working well with others are discussed. This course uses the free version of Trello project management software. 3 hours.

**Growth & Entrepreneurial Mindset LH104:** This class explains how our brains process events, information, and experiences and how our environment impact everything in our lives. Individuals assess whether they possess a fixed or growth mindset, as defined by Carol Dweck, and discuss whether their entrepreneurial endeavors can benefit from making mindset adjustments. This class focuses on identifying fixed mindset patterns, rewiring our brains, and being intentional with staying in the growth mindset. The growth mindset foundation is then expanded upon to explore the characteristics of entrepreneurs and develop our entrepreneurial mindset. 3 hours.

**Personal Brand Foundations LH105:** It's a great time to start investing in the brand of you. In this class, students will conduct a personal inventory, discover their learning style, develop personal and professional goals, establish a vision statement, and understand their *why*. This course explores topics such as oral and written communication, positive body language, professional appearance, business etiquette, networking, and more. No matter what you chose to do in life, your most valuable business venture is you! Two 3 hours seminars.

**Ideation and Innovation LH106:** Coming up with great business ideas isn't always easy. We'll explore where ideas come from, the different types of ideas, how to foster creativity and understand the different types of innovation. Students will then leverage strategies to assess the viability of an idea, assess its risk, and develop a working business concept statement and elevator pitch. The different types of entrepreneurship are also explored. 3 hours.

**Business Model Creation LH200:** This nine-week course guides students through an analysis of their business model breaking it down into easily understood segments that allows you to describe, design, challenge, invent and pivot your business model. Students with business models in any stage (including those without a formal plan yet!) will benefit from this experience because each of the nine fundamental building blocks are explored and developed over the course of the class. Over the course of nine weeks, students will also engage with live customers to get feedback throughout the process, ultimately preparing entrepreneurs to move their business concept into the marketplace for testing. This class is a series of traditional classroom work along with several workshopping sessions with college business students and business professionals. Elevator pitches and full business presentations are included. This is a 9-week program.

**Financial Management for Entrepreneurs LH 210:** In this class students learn the financial terminology required to oversee the success of a business. Basic financial statements are reviewed so that students can budget properly for their business to discover and analyze boot strapping and financing options and strategies. The second part of this class will focus on forecasting, taxes, benefits, insurance, financial software and working with a bookkeeper and accountants. This is a 2-4-week program.

**Go To Market Strategy LH 220:** In this class, students take their business model canvas and leverage it to develop a go-to-market strategy covering the first 12 months of business operations. Once the 12-month plan is established the entrepreneur will work with college of business interns and business professionals to execute infrastructure requirements such as marketing, financial systems, human resources, administration set up, establishing suppliers, contracts, etc. This is a 3-6-week program.

**Leveraging a College Intern & Business Coach LH 225:** This class explores techniques and strategies that will maximize an entrepreneurs time spent working with college interns and business coaches. Topics include roles and responsibilities, collaboration skills, communication skills, relationship development, goal setting and metrics. Specific expectations, planning and project management preparation for the business accelerator program is also incorporated. 3 hours.

#### *Business Accelerator Program*

**Business Accelerator- Idea Validation: LH 270:** In this program you will engage with potential customers through a combination of surveys and live interactions. Here you will acquire feedback on your product or service, features and benefits, marketing and promotions, pricing, etc. Final adjustments are made to the business. This is a live program where entrepreneurs work with college of business interns and business professionals. Individualized program.

**Business Accelerator-Proof of Concept LH 280:** A limited release of the entrepreneur's product or service is moved into the marketplace for additional live customer market testing and stress testing of business operations. Real time adjustments are made to the business model. In this program entrepreneurs are working with college of business interns and business professionals. Individualized program.

**Business Accelerator- Soft Launch LH 285:** Data is evaluated from the proof of concept and the business model is further refined. The company will now move into the marketplace with significant presence. Real time adjustments are made to the business model as customer feedback is obtained and operational stress tests evaluated. In this program entrepreneurs are working with college of business interns and business professionals. Individualized program.

**Business Accelerator- Take Off LH 290:** Data is evaluated from the soft launch phase and the business model is retooled. Take off phase is positioning the company for initial growth and scale. Significant operational aspects are enhanced to maintain, support, and grow with the company. In this program entrepreneurs are working with college of business interns and business professionals. Individualized program.

**Business Accelerator- Second Launch LH 295:** In this phase the company is poised and readied for significant growth. This can include adding new products or services or expanding to new geographic areas. This is an intensive program with nearly a complete relaunch of the company. All facets of the organization are reevaluated, new business model canvas are developed and the company is repositioned to successfully handle significant long-term growth. In this program entrepreneurs are working with college of business interns and business professionals. Individualized program.

**Personal Accelerator Program - LH 298:** All entrepreneurs are enrolled in this program once they are in LH 220 or higher. This is an individualized program to ensure that the entrepreneur has identified and is acquiring all needed knowledge, skills, and abilities to successfully run their unique business. In this program entrepreneurs are working with college of business interns and business professionals to source this training. Individualized program.

### **Workforce Development Skills Training**

**Sewing Instruction Basic LH01:** Students will gain the basic skills and techniques of sewing machine operation and safety protocols. Emphasis is on machine operation, setup, and maintenance, sewing straight lines corners and curves, basics of tension and timing and utilizing multiple layers of material. This is an 8-week program. Certificate conferred upon completion.

**Sewing Instruction Advanced LH02:** Students take their craft to the next level and are trained to utilize a variety of machines and advanced techniques. Emphasis is on acquiring the skills necessary to begin work in a variety of cut and sew production industries utilizing both lightweight and heavyweight materials. This is an 8-week program. Certificate conferred upon completion.

**The Business of Industrial Sewing LH03:** Students will work on live Launch HOPE sewing contracts. In addition to producing products, students will begin to learn the concurrent ins and outs of running the business in which they are working. Topics will include lean manufacturing, quality system, supervision, technology, customer acquisition, materials sourcing, production scheduling, manufacturing, logistics, go-to market strategies, marketing, basic business finances and growth strategies. The course is customized to the business/contract the students are involved with. Learn while you earn opportunities are available. This is an individualized program.

\*Launch HOPE students and members have access to employment opportunities within the Launch HOPE Industrial Center. In addition to sewing, the industrial center will also provide manufacturing services to our business accelerator members, creating a variety of job opportunities.

### **Barrier Removal Program**

**Barrier Removal Program LH10:** This is a one-on-one program for Launch HOPE members in which they will meet with a Guide to assist them in identifying and creating a barrier removal plan. This highly individualized plan may cover issues such as mental health, physical health, health care, nutrition and food, addiction recovery, housing, safety issues, legal issues, childcare, eldercare, transportation, etc. Once a plan is developed the Launch HOPE Guide will work to leverage community resources to provide support to the member and remove the identified barriers.