

Apex Accelerator

Fall 2017 | September 20 thru November 15

RAPID BUSINESS OPTIMIZATION
& NEW VENTURE CREATION



ENTERPRISE CENTER
at Plymouth

Wednesdays 8 a.m. - noon

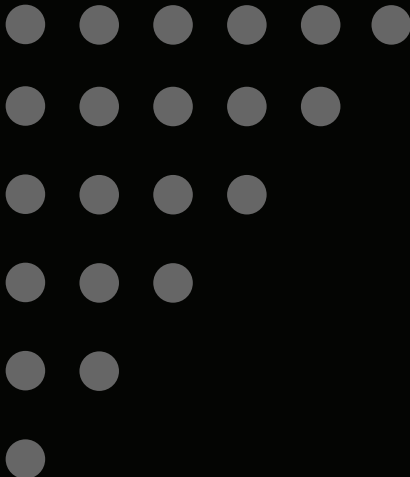
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ENGAGE.

ACCELERATE.

INCUBATE.

LAUNCH.





ENTERPRISE CENTER
at Plymouth

INTRODUCING THE APEX ACCELERATOR

**Rapid Business Optimization
& New Venture Creation**

The Apex Accelerator

The Apex Accelerator is a full immersion series of Nine, four-hour seminars offered by the Enterprise Center at Plymouth on consecutive Mondays from 8am to noon and culminating with a Demo/Pitch Night on May 8th. The seminar series in aggregate, provides an understanding of the process and practice of Small Business Development and New Venture Creation. Participants will develop a comprehensive investment ready business plan and the knowledge and communication skills necessary to critically defend and support the strategies and decisions therein.

**Seminar Series
Enrollment Limited**

**Enterprise Center @ Plymouth
One Bridge Street
Plymouth, New Hampshire**

**Wednesdays 8:00 a.m. to Noon
September 20 ~ November 15, 2017**

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1

Business Modeling

Participants explore their own Small Business Ideas. From Brainstorming and Ideation through business model generation, business planning and feasibility Studies. This module is hands-on & production oriented and utilizes an assortment of tools and methodologies to isolate key success and risk factors. Topics explored through the filters of design thinking, innovation, and rapid prototyping. Other topics include legal structure and form, finding mentors and advisors and the resources available to support new business development.

2

Business Intelligence

Thorough research is critical to small business success. During this module, participants will perform a comprehensive environmental scan including macro and micro economic factors, Industry Analysis, SWOT Analysis and the collection of competitive intelligence. Competitive profiles will be produced for their top three competitors utilizing various research methodologies. Students will isolate the core competence of their business and inherent strategic and competitive advantages.

3

Strategic Marketing

Participants will explore various marketing strategies and focus on the market research necessary to segment the market, isolate target market(s) and formulate the appropriate marketing mix (product, price, placement and promotion) and positioning to address these market(s). Participants will strive to complete a viable and actionable strategic marketing plan.

4

Strategic Management

Fundamental to small business success is establishing the appropriate infrastructure, focus and talent necessary to endure and navigate the hurdles and pitfalls that face new ventures. This module will explore and apply tested strategies to build a successful endeavor. Topics include business strategy, organizational structure, recruiting talent, operations and logistics, value chain management, critical path management, and leveraging the business' core competencies. Participants will produce a comprehensive strategic management plan.

5

Entrepreneurial Finance

"Cash is king." This module will lay the groundwork for understanding and establishing the fundamentals of entrepreneurial accounting and finance. Participants will learn how to read a financial report and manage profits and cash flow. Topics include start-up costs, raising capital, investment and growth decisions, access to capital and forecasting and budgeting. Participants will produce pro-forma (forecasted) financial statements and the nuances of presenting them to investors.

6

Presenting to Win

The capstone of the Apex Accelerator curriculum, Presenting to Win will assist in the packaging, branding and formatting of a professional business plan. Participants will learn how to write a compelling executive summary and create a slide-driven presentation. This seminar and exercises will assist the participant in gaining mastery of the elevator pitch, the 20-minute business presentation and objection and defense strategies.

Apex Accelerator

September 20
Introduction & Orientation

September 27
Business Modeling

October 04
Business Intelligence

October 11
Strategic Marketing I

October 18
Strategic Marketing II

October 25
Strategic Management

November 01
Entrepreneurial Finance

November 08
Presenting to Win

November 15
Pitch Night

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at Plymouth



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LIVE FREE and
start

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