Topics for Subject Matter Experts

Finance

Raising Capital
• Options for a small start-up (savings, credit, banks, VC’s, etc)
• Advantages and disadvantages of each option
• How to decide the amount you need to raise

Students Paying Taxes
• The necessity of taxes and where they go, both personal and business
• How to simplify preparing and filing them
• How to anticipate what a small business will owe in taxes during the year

Students Planning to Open a Company
• The importance of credit and how to build it
• What is collateral and how it is used
• Why and how to incorporate a business

What Happens if Your Company Does Not Make a Profit
• How to get “back in the black”
• What message to deliver to investors and employees

Equity and Assets
• What is the difference
• How do they relate to investors versus employees

Initial Public Offerings
• What is an IPO
• Why would a successful company decide to have an IPO
• How do you find the right investment bank to underwrite your offering

How to Project Future Earnings and Expenses

SBA loans
• What are they
• How a business qualify and apply for one

Leadership

Mission Statement
• The purpose and importance
• How to create one

Developing a Social Responsibility Plan
• What portion of your profits or product will you donate
• How to decide if/which organizations you will support
• Benefits of creating your event for a charitable cause

How to keep employees motivated
• Examples of positive corporate cultures
• Methods of motivation

**Supply Chain**

Inventory Control
• Importance
• How to create one that works for your business

Quality Control
• How to decide on standards
• Developing feedback loops
• How to spot problems

Go Through the eight wastes
• Document provided

Describe the three basic links in a supply chain
• Sourcing
• Production
• Distribution

**Sales**

Pricing of Product
• What are the factors for deciding on a price
• How to determine when to change your price

Creating an effective Pitch
• What is an elevator pitch
• Techniques for delivering a strong pitch

The Value of Networking
• How to identify networking opportunities
• How to connect with and understand your customer
Key Factors for Successful Sales
• Knowing your product
• Knowing your customer

Online sales
• Advantages
• Disadvantages
• Strategies

Selling strategies
• Setting sales goals
• Deciding on a commission scale

Delivering Great Customer Service
• How do you build a positive customer relationship
• How do you handle returns

Marketing

Market Research
• What techniques are there to conduct market research
• How to know what questions to ask while conducting your research

Market Research
• How to identify your competitive advantage
• How market research prepares your sales team

The Four P’s of Marketing
• What are they
• What are some indicators of your marketing success
• How do you track marketing success

Logos
• How logos tell a company’s story
• How they attract customers
• How does the logo make the company memorable to the customer

Innovation/Ideation

Entrepreneurs
• Characteristics and soft skills of an entrepreneur
• How to continually learn, innovate and change
• Support/ identifying a mentor

Brainstorming
• Design thinking workshop
• Desired outcomes

Intellectual Property
• What exactly is IP
• Why and how to protect it