

Doug Richard's School for Startups Start Here! Starting & Growing a Successful Business

In conjunction with B | SEEN & NACUE

Agenda

12:00hrs Registration

13:00hrs Session One

20 Questions

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|---------------------------|---------------------|
| 1. Why are you here? | |
| 2. What do they want? | The Product |
| 3. Is that enough | Remarkable Products |
| 4. How do we know? | Product Research |
| 5. How many are there? | The Market |
| 6. How do we reach them? | Market Access |
| 7. How many can we reach? | Accessible Market |

Entrepreneur Surgery

15:00hrs Break - Tea / Coffee

15:30hrs Session Two

20 Questions Cont'd

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| 8. How much is it worth to them? | Searching for Pricing |
| 9. How much does it cost us? | Potential for Profit |
| 10. Who should pay? | The Business Model |

Cont'd

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|----------------------------|----------------|
| 11. How much will it cost? | Capital |
| 12. Why are we better? | Advantage |
| 13. Can they catch up? | Sustainability |
| 14. Are we all losers? | The Industry |

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17:30hrs Break - Tea / Coffee

18:00hrs Session Three

20 Questions Cont'd

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|--------------------------------------------|--------------------------|
| 15. Am I on a mission? | The Type of Enterprise |
| 16. Am I the Woman for the Job? | The Team |
| 17. What must we do? | Critical Success Factors |
| 18. What will we be good at? | Excellence |
| 19. Who do we need to know? | Networks |
| 20. What makes an entrepreneur successful? | |

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19:00hrs Wrap Up