



Business Plan and entrepreneurship training Start Success

Projektiekspert OÜ

www.projektid.ee

Training schedule updated: January 2019

Entrepreneurship training **Start Success** is focused on designing and preparing a business plan, putting together and applying for funds. You'll learn the basics of business (marketing, financial planning, accounting, contracts of employment, occupational safety etc.) in such an amount, that a starting business can function well.

8 training days (58 ac. hours)

- 28.02.2019 Introduction
- 05.03.2019 Business plan
- 12.03.2019 Product and Marketing
- 14.03.2019 Accounting
- 19.03.2019 Financial Projections
- 20.03.2019 Contracts of employment and occupational safety
- 26.03.2019 Focus group (2 ac h)
- 29.03.2019 Summaries and business plan presentation

1. Introduction to entrepreneurship, business forms and their differences

- training participants will have an idea of entrepreneurship in a broader sense;
- understand the nature of the business and its role in the economic life of Estonia and its society;
- know the different types of business and is able to make a distinction between them;
- be able to choose a suitable form of entrepreneurship.

2. Business idea analysis, business plan and how to put it together, plus forming individual business plans

- the trainee can formulate a business idea and its main components;
- be able to analyze the feasibility of their business idea;
- have an overview of the structure of a business plan and an understanding of what should be in a good business plan;
- has basic knowledge of how to prepare a business plan;
- understands the relationship between the components of a business plan;
- is able to assess the risks associated with business operations;

- 3. Product and Marketing (market, target groups, their prognosis, advertising, sales and distribution channels). Sales and customer service.**
 - trainee has the perception and understanding of the role of marketing to company's daily work;
 - know and are familiar with marketing tools;
 - know how to analyze the market, consumers, competitors;
 - have a good understanding of marketing measures.

- 4. Accounting fundamentals. Taxation bases, taxing**
 - trainee has an overview of the accounts of small businesses, and distinguishes cash and accrual accounting;
 - has an overview of the main accounting reports;
 - has an overview of the Estonian tax system, including knowing how to apply the income tax, social security tax and VAT.

- 5. Health and occupational safety at work**
 - is familiar with the basic working and rest time and rest requirements relating to the health and safety requirements.

- 6. Labor law (different types of contracts, how to join contracts, the parties' rights and obligations)**
 - has an overview of the various types of contracts (including contract for services); distinguishes an employment and labor relations law governing the debt contracts and their contents;

- 7. Financial Planning (revenues and expenditures, forecasts, cash flow plan, income statement, etc.)**
 - trainee understand the company's financial planning and financial management of the theoretical foundations;
 - is familiar with the company's basic financial planning tools: break, payback calculation, is able to use simple formulas;
 - be able to analyze the results and make conclusions out of the company's financial planning.

- 8. The key business information channels, support structures, the refund application options**
 - trainees will receive information about the various possibilities of the grant application;
 - receive information on major channels of information and support structures.

- 9. Summaries of the training, the improvement of other business plans**
 - other business plans, analyzing the ideas trainees can improve their business plans;
 - Co-learner feedback provides added value to the business plan supplement.

- 10. Vindication of business plans**