

Entrepreneurship Coaching in West Mesa

This program is a hands-on workshop to prepare entrepreneurs for starting and scaling an actual business. Resources will be brought in from the community on an as-needed basis.



The overall goal: create a larger entrepreneurial community in Mesa.

Location: All sessions will be Thursday evenings, 5:30-8:30 p.m., at:
[West Mesa Community Development Corporation](#)
[567 West 10th St.](#)
[Mesa, AZ 85201](#)
Phone: (480) 964-3751

Facilitators for this program will be:
[Francine Hardaway](#), [@hardaway](#), [francinehardaway](#)
[Ed Nusbaum](#), [@edaz](#), [linked](#)
[Phillip Blackerby](#), [@pblackerby](#), [pblackerby](#)

Syllabus

Sept. 15: The “Lean Startup” – How to get a minimum viable product to market in order to test the waters, without using too much time or money in case it doesn’t work.

- Eric Ries. [500 Startups: The Lean Startup SXSW](#). 15 June 2011 (Video)
- Eric Ries. *The Lean Startup: The Movement That is Transforming How New Products are Built and Launched*. [theleanstartup.com/](#). (Book order site; available cheaper at [Amazon](#))
- Nicholas Carlson. [“The Real History Of Twitter.”](#) *Business Insider*, 13 April 2011. (Article)
- Evan “Rabble” Henshaw-Plath (early Twitter.com collaborator). [“La Historia Secreta de Twitter & El Modelo de los Lean Startups.”](#) Slideshare, 12 Aug 2011. (Presentation; requires Flash; *la presentación es en Español.*)

Sept. 22: Legal matters and documents: intellectual property, corporations, buy/sell agreements, stock options, term sheets, etc.

Sept. 29: Product/Market Fit – How to find the early customers and let them show you how to improve your product.

- *A/B Testing You’ll Actually Use*, at [www.optimizely.com/](#). (Video and “try it” website)
- Dave McClure, *Startup Metrics for Pirates: AARRR!*, Ignite Seattle, 8 Aug 2007. (Video)
- Rodolfo Rosini, CEO, Namaste. [How I learned to stop worrying and love the P/MF](#), 4 July 2011. (Presentation)
- Marc Andreessen. [“The Pmarca Guide to Startups, part 4: The only thing that matters.”](#) *pmarca ARCHIVE*, 12 Oct 2009. (Blog)
- Mark Suster. [“Invest in Lines, not Dots.”](#) *Both Sides of the Table: Entrepreneur Turned VC*, 15 Nov 2010. (Blog)

Oct. 6: Guerrilla Marketing (Social Media, SEO, PR) – How to reach customers with your product.

- Search Engine Land. [“What is SEO / Search Engine Optimization?”](#) Third Door Media, Inc., 2011. (Blog)
- Search Engine Land. [“Search engine marketing.”](#) Third Door Media, Inc., 2011. (Blog)
- Search Engine Land. [“Google AdWords.”](#) Third Door Media, Inc., 2011. (Blog)
- Scott Monty (Social Media Manager, Ford Motor Co.). [Social Media Marketing Blog](#) (Blog)
- WildfireApps for marketing using social media, email newsletters, www.wildfireapp.com/. (Video)
- Simon Sinek. [“Start with Why: How Great Leaders Inspire Action.”](#) TEDx Puget Sound, 17 Sept 2009. (Video, 18 min.)
- [Kristie Wells](#) (President and Co-Founder of [Social Media Club](#)). [Becoming a Social Business](#). [Slideshare](#), c. 19 Oct 2011. (Presentation)

Oct. 13: Salesmanship: Pipelines, Prospects, and Customers: Keeping Customers Happy: CRM

Oct. 13: Revenue and Business Models – Determining who pays for your product and how much, and how you will make money.

- Mark Johnson, Chairman, Innosight. [Innovating Your Business Model](#). HarvardBusiness Publishing, 2 Feb 2010. (Video, 10 min.)
- Michael Rappa, Institute for Advanced Analytics at North Carolina State University. [“Business Models on the Web.”](#) *Managing the Digital Enterprise*. (Article)

Oct. 20: The Pivot – What if you don’t get traction, or your product has no product/market fit?

- Eric Ries. [“Pivot, don’t jump to a new vision.”](#) *Lessons Learned*, 22 June 2009. (Blog)
- Aaron Batalion, CTO and Co-founder, LivingSocial. [The Pivot](#), 20 Dec 2010. (Video, 21 min.) [See the accompanying slides here.](#)
- Nicholas Thomas. [“11 Startups That Found Success By Changing Direction,”](#) Mashable, 8 July 2011. (Blog)
- Michael D’Ulisse. [“Faceplanting: an app launch horror story with a twist.”](#) *Our blog blog blog*. Tap tap tap, 2 Aug 2011. (Blog)
- David Binetti (CEO, Votizen and co-founder, USA.gov). [When and How to Pivot](#). 23 May 2011. (Slide show)
- Christina Rexrode. [“Wendy’s reinvents its hamburger into Dave’s Hot ‘N Juicy.”](#) *Daily News* (Los Angeles). 19 Sep 2011. (Article)

Oct. 27: Managing Cash – “Cash is King” is a much misunderstood cliché.

- Key metric: break-even point. Phillip Blackerby. [Using Financial Tools](#). (PDF PowerPoint)
- [FreshBooks](#), [QuickBooks](#), and the importance of accounting principles. (Product sites)

Nov. 3: Company Culture – People are your most important asset, so how do you find, keep and motivate the right ones? How do you hire professionally?

- Simon Sinek. [“If You Don’t Understand People, You Don’t Understand Business.”](#) *The 99 Percent Conference*. Bēhance, 5 May 2011. (Video, 31 min.)

Nov. 10: Leadership: 3 Jobs CEOs cannot delegate; surrounding Yourself with Help; Board of Directors, Advisory Boards, Community Resources

Nov. 17: Is funding in Your Future? (The pitch deck) – The role of different financing sources: loans, angel money, seed money, VCs, grants, and even credit cards.

- Guy Kawasaki. [“The 10/20/30 Rule of PowerPoint.”](#) *How to Change the World*, 30 Dec 2005. (Blog)
- Phillip Blackerby. [5-Minute Presentation Template](#). (PDF PowerPoint)
- [Chattrspace Executive Summary](#). Chattrspace.com. (PDF Business Plan Executive Summary)
- Peter Vanderlee. [“Massive Senate Banking ‘Fix’ Gives Back of Hand to Angel Capital.”](#) *Tech News Arizona*, 26 Mar 2010. (News article)
- Don Dodge. [“How to pitch your company to investors, customers, and employees.”](#) *The Next Big Thing*, 11 Sept 2011.