

Week 1 - FIND YOUR CUSTOMERS FOR YOUR NEW BUSINESS

In this lesson you will:

- Identify possible early adopters for your business
- Create your first two slides for your pitch deck: The Problem Slide & The Customer Slide

	<i>VIDEO</i>	Learn about what you need to complete in Lesson 1 and general tips for finding customers and their problems.
Lesson 1 Intro		
	<i>VIDEO</i>	Discover why working with early adopters and re-framing your business idea as a problem will help you be more successful.
Early Adopters & Problems		
	<i>ARTICLE</i>	Learn how to speak about your business from the lens of a customer problem or need.
What's your problem?		
	<i>ARTICLE</i>	Learn how to identify a niche customer segment for your business idea.
Who's your customer?		
The Problem & The Customer Slides	<i>ASSIGNMENT</i>	Create a slide that explains the problem your idea solves. Create a slide that describes your customer. Provide feedback for 2 peers' work.

Week 2 – BEAT OUT THE COMPETITION

In this lesson you will:

- Uncover your true competition and what you need to do to shine above the rest
- Create your fourth slide for your pitch deck: The Competitor Analysis Slide

	<i>VIDEO</i>	Learn about what you need to complete in Lesson 2 and general tips for finding your real competition.
Lesson 2 Intro		
	<i>VIDEO</i>	Discover the three different types of competitors that you will face.
Types of Competition		
	<i>ARTICLE</i>	Learn about the alternatives your customers currently access and how you can compete with them.
Existing Alternatives		
The Competitor Analysis Slide	<i>ASSIGNMENT</i>	Create a slide that illustrates your competition and why you are better.

The logo for Trailblazing features the word "Trailblazing" in a white, italicized, sans-serif font. The text is set against a dark blue background. To the left of the text, there are four horizontal, overlapping bars in shades of green, maroon, cyan, and yellow, which appear to be part of a larger graphic design element.

Week 3 – MAKE YOUR IDEA UNBEATABLE

In this lesson you will:

- Discover how to deliver unique value to your customers
- Create your third slide for your pitch deck: The Value Slide

<i>VIDEO</i> Lesson 3 Intro	Learn about what you need to complete in Lesson 3 and general tips for delivering true value for your customers.
<i>VIDEO</i> Creating Value for Customers	Discover how customers see value and how you can communicate value quickly with a high-level concept.
<i>ARTICLE</i> Your Perceived Value is Wrong	Learn what questions to ask yourself to uncover customers' needs and the outcomes they seek.
<i>ASSIGNMENT</i> The Value Slide	Create a slide that communicates your business's value in 1 sentence.

Week 4 – MAKE MONEY IN YOUR NEW BUSINESS

In this lesson you will:

- Create a pricing model and cashflow projection
- Create your fifth slide for your pitch deck: The Cashflow Projection Slide

<i>VIDEO</i> Lesson 4 Intro	Learn about what you need to complete in Lesson 4 and general tips for startup finances.
<i>VIDEO</i> Community Futures Workshop	Discover how to build a strong financial understanding of your business to get to profit sooner.
<i>ARTICLE</i> How to Create a 6 Month Cashflow	Learn how to build a six-month cash flow projection to share the future of your business with others.
<i>ASSIGNMENT</i> The Cashflow Projection Slide	Create a slide that communicates your plans for profit.

The logo for Trailblazing features the word "Trailblazing" in a white, italicized, sans-serif font. The text is set against a dark blue background. To the left of the text, there are four horizontal, overlapping bars in shades of green, maroon, cyan, and yellow, which appear to be part of a larger graphic design element.

Week 5 –BUILD YOUR NEW BUSINESS IDEA

In this lesson you will:

- Create a prototype for your idea for testing with customers
- Create your sixth and seventh slide for your pitch deck: The Demo & The 30-60-90 Day Plan Slide

	<i>VIDEO</i>	Learn about what you need to complete in Lesson 5 and general tips for how to start building your business idea out.
Lesson 5 Intro	<i>VIDEO</i>	Discover how to move your business from an idea into a reality through prototyping and roll out plans.
How to Build Your Business	<i>ARTICLE</i>	Learn how to put your idea into action with a plan that saves time and takes less money.
Planning for Success	<i>ARTICLE</i>	Learn how to build your business idea out with little to no money.
Prototyping Your Way Forward	<i>ASSIGNMENT</i>	Create a slide that demonstrates your prototype and a slide that outlines your plans for launching your business.
The Demo & 30-60-90 Day Plan Slides		

Week 6 – PITCHING YOUR IDEA FOR RESULTS

In this lesson you will:

- Become more confident in talking about your business idea
- Create your final two slides for your pitch deck: The Team Slide & The Ask Slide. Submit your full pitch deck.

	<i>VIDEO</i>	Learn about what you need to complete in Lesson 6 and general tips for building a strong pitch deck.
Lesson 6 Intro	<i>VIDEO</i>	Discover why your pitch deck and your approach to pitching matters for your business goals.
The Art of Pitching	<i>ARTICLE</i>	Learn how you can put together your first pitch deck to communicate your business plans clearly.
How to Build a Pitch Deck	<i>ARTICLE</i>	Learn what to ask for during your pitch presentations.
Define Your Team & Your Ask	<i>ASSIGNMENT</i>	Create The Team & The Ask Slides. Put together your slides into a cohesive and branded pitch deck.
Pitch Deck		

The logo for Trailblazing features the word "Trailblazing" in a white, italicized, sans-serif font. The text is set against a dark blue background. To the left of the text, there are several horizontal, overlapping bars in shades of green, purple, cyan, and yellow, creating a dynamic, layered effect. The entire logo is positioned in the bottom right corner of the page.