

CONTRACT kapital

ENTREPRENEURSHIP MINDSET & BUSINESS SYSTEMS CURRICULUM

“success, and failure, loves systems”-Ojijo

Entrepreneurship is both a mindset, and a system. Successful entrepreneurs think in a given way, and run their businesses in a given way. Most entrepreneurs get the money, but become chained to their businesses and business relationships (clients and colleagues), such that the businesses cannot survive without them and this put their other relationships (family and friends) at risk. Ultimately, such businesses cannot grow, cannot attract investors, and cannot survive the founders, because they do not have systems. Successful entrepreneurs have developed their businesses into systems.

This training will help me to develop the mindset of an entrepreneur, and to create business systems to guarantee me freedom:

ENTREPRENEURSHIP MINDSET

- ↳ *Entrepreneurs Are Opportunists*
- ↳ *Entrepreneurs Have A Winning Attitude*
- ↳ *Entrepreneurs Are Bold And Very Confident*
- ↳ *Entrepreneurs Know Who Is Who?*
- ↳ *Entrepreneurs Are Businessmen (They Sell Something)*
- ↳ *Entrepreneurs Are Problem Solvers*
- ↳ *Entrepreneurs Do Not Get What They Need, They Negotiate!*
- ↳ *Entrepreneurs Do Not Lose Money*
- ↳ *Entrepreneurs Develop Business Systems*

COMPANY PROFILE

Philosophy

- ↳ *Registration & Licensing*
- ↳ *Mission, Vision*
- ↳ *Values*
- ↳ *Strategic Goals*
- ↳ *CSR*

People (Staff)

- ↳ *Shareholders*
- ↳ *Board*
- ↳ *Management*
- ↳ *Staff*
- ↳ *Organizational Chart*

Partners (Suppliers)

- ↳ *Service Providers*
- ↳ *Strategic Business Partners*

Production (Operation)

- ↳ *Location*
- ↳ *Products*
- ↳ *Legal Compliance*
- ↳ *Technical Expertise (Implementation Team)*
- ↳ *Production Process (Technology)*
- ↳ *Facilities*
- ↳ *Implementation Matrix*
- ↳ *Product Success Factors*
- ↳ *Risk Management Plan*

MARKETING & SELLING SYSTEM

Marketing System

- ↳ *Demand Analysis (Market Size, Growth)*
- ↳ *Competitor Analysis (Supply Analysis)*

- ↳ *Corporate Communications & Public Relations*
- ↳ *Corporate Identity*
- ↳ *Promotion Plan (Advertising)*

Sales Strategy

- ↳ *Sales Tools (Branding Toolkit)*
- ↳ *Sales Forecast/Targets*
- ↳ *Sales Training*
- ↳ *Distribution Plan (Where Are We Found?)*

Customer Retention Strategy

- ↳ *Customer Database Management*
- ↳ *Visits & Follow Ups*
- ↳ *Discounts & Offers*
- ↳ *Gifts*

FINANCIAL MANAGEMENT SYSTEM

Uses of Funds (Business Budget)

- ↳ *Assumptions*
- ↳ *Uses of Funds*

Sources of Funds

- ↳ *Equity (Shareholders Contribution)*
- ↳ *Debt*
- ↳ *The Offer*
- ↳ *Investor Claw Back Strategy (Guarantees)*

Financial Statements

- ↳ *Management Accounts*
- ↳ *Taxes & Audit (Taxes, Audit, Tax Planning)*
- ↳ *Income Statement*
- ↳ *Balance Sheet*
- ↳ *Statement of Cashflows*

Financial Ratios

- ↳ *Profitability Ratios*
- ↳ *Leverage Ratios*
- ↳ *Efficiency /Activity /Asset Turnover Ratios*

Company Valuation

- ↳ *EBIDTA Valuation*
- ↳ *Asset Valuation*
- ↳ *Goodwill*

THE FUTURE

Growth

- ↳ *Strategic Plan*
- ↳ *Opportunities and Threats Analysis*
- ↳ *Strengths and Weaknesses Analysis*

Investment

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↳ Direct Investment
↳ Indirect Investment
Exit

↳ Market Exit
↳ Buy Out
↳ Liquidity Event

(Extracted from *Sell Something: Ojjo's Guide to Entrepreneurship Mindset & Business Systems* ISBN 978-9966-123-03-9)

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