



START A BUSINESS – CHANGE THE WORLD

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Course Description

Every successful business starts with an idea. Whether your goal is to build a better mousetrap or introduce the next great technological innovation, a business structure serves as both the launch pad and home base for your idea to take root and grow.

This course explains how to take a product or service from idea to reality. You'll discover why a business should exist as its own legal entity and explore the different types of partnerships and corporations to choose the best setup for your needs. You'll learn how to create a budget, manage cash flow, engage in tax planning, and manage resources for your new business.

You'll see how to set up a marketing campaign and leverage the power of social media to build your brand. We'll end with an overview of some best practices for human resources so that you can set up effective personnel policies to attract and retain the best talent possible. Upon completion of the course, you'll have the knowledge and skills you need to set up your business and change the world!

Learning Goals

- List the pros and cons of the most common types of business structures
- Explain the benefit of finding experienced legal and accounting professionals to help you set up and manage your business needs.
- Find small business resources to advise and mentor you in setting up your business.
- Accurately estimate the costs, expected income, cashflow, burn rate, and net margins for your new business.
- Choose the best software to manage payables, receivables, payroll, and taxes, and create monthly, quarterly, and annual financial statements.
- Set sales goals and create a marketing plan to achieve your goals.
- Utilize social media apps to build your brand and create a following.
- Become familiar with local and national laws governing human resources to develop appropriate policies to attract, hire, and retain talent.
- Design a benefits package and pay structure that is competitive with other employers in your local area.

RINO INVEST Course Tools and Handouts

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Course Content

Lesson	Content	Evaluation
Lesson 1: Introduction	Welcome to Start a Business – Change the World	n/a
Lesson 2: Types of Business Structures	Topics 1. Why incorporate? 2. Proprietorships and Partnerships 3. Types of Corporations: LLC, S-corps, and C-corps	Test 1. n/a 2. Quiz 3. Quiz
Lesson 3: Setting up Your Business	Topics 1. Choosing a Business Name 2. Incorporation, Registration, Licensing, and Locating Your Business 3. Federal Tax ID and State Tax Numbers 4. SBA and SCORE 5. Why Your Business Needs an Attorney and a CPA	Test 1. Quiz 2. Quiz 3. Quiz 4. n/a 5. Quiz
Lesson 4: The Costs of Running a Business	Topics 1. Initial Investments 2. Costs of Doing Business: Day-to-day Expenses, Cost of Goods or Services, Acquisition Costs 3. Net Margins and Net Profits 4. Local, State, and Federal Taxes	Test 1. Quiz 2. Quiz 3. Quiz 4. Quiz
Lesson 5: Financing and Cash Flow	Topics 1. Cash Flow and Burn Rate 2. Setting an Operating Budget 3. Raising Capital	Test 1. Quiz 2. Quiz 3. Quiz
Lesson 6: It's All in the Marketing	Topics 1. What is Marketing? 2. Overview of Social Media 3. Marketing Strategies: Affiliate Marketing, Loyalty Clubs, Targeted Discounts 4. Building an Online Community 5. How to Create a Marketing Plan 6. Tracking Sales and Marketing Results	Test 1. Quiz 2. n/a 3. Quiz 4. Quiz 5. Quiz 6. Quiz
Lesson 7: How to Become an Employer of Choice	Topics 1. Introduction to HR 2. Overview of HR Rules and Regulations 3. Create Legally Compliant Policies to Hire, Evaluate, Discipline, Promote, and Terminate Employees 4. How to Design a Competitive Benefit Package 5. Managing HR Costs	Test 1. n/a 2. n/a 3. Quiz 4. Quiz 5. Quiz
Final Exam – Covers Lessons 1 through 7		