

BLG Business Start Program

Course Schedule

Week	Topic	Key Discussion Topics	Deliverables
1	Founder Mindset & Customer Discovery	Entrepreneurial realities, founder expectations, customer discovery framework, customer interview techniques, customer validation process	Business Model Canvas, Customer Discovery Plan, Customer Feedback Tracker
2	Industry Analysis, Market Research & Competitive Intelligence	Industry research, competitor analysis, market attractiveness, industry dynamics, barriers to entry	Market Research Report, Competitive Analysis, Business Opportunity Summary
3	ICP, Buyer Personas, Customer Journey Mapping & Gap Analysis	Ideal customer profile, customer segmentation, buyer behavior, pain points, unmet needs, market gaps, white space opportunities	ICP, Buyer Persona Profiles, Customer Journey Map, Customer Gap Analysis
4	Value Proposition, POC & MVP Validation	Value proposition design, solution development, proof of concept, MVP framework, validation strategies, customer feedback loops	Value Proposition Canvas, POC & MVP Framework, Validation Plan
5	Commercial Strategy & Business Models	Business economics, revenue streams, business models, recurring revenue, customer acquisition economics, commercialization strategy	Business Model Framework, Revenue Model Analysis, Commercial Model Framework

6	Pricing Strategy, Unit Economics & Founder Resilience	Pricing methodologies, cost structures, profitability, unit economics, founder health and resilience	Pricing Strategy Worksheet, Unit Economics Worksheet, Founder Reflection Exercise
7	Marketing, Demand Generation & Brand Development	Marketing strategy, branding, positioning, customer acquisition channels, demand generation, content marketing, marketing funnel design	Marketing Plan, Branding Positioning Statement, Customer Acquisition Strategy, Demand Generation Plan
8	Go-To-Market Strategy & Sales Fundamentals	Sales methodologies, sales channels, strategic partnerships, sponsorships, GTM planning, sales cycle, sales strategies	Go-To-Market Strategy, Sales Process Outline, Partner Strategy Plan, Sales Action Plan, Revenue Targets
9	Operations, Systems & Project Management	Operating models, SOP development, KPI frameworks, project management, operational planning, scalability preparation	Operational Plan, SOP Outline, Workflow Map, Project Management Framework
10	Technology, AI & R&D Innovation Strategy	Technology stack selection, AI tools, workflow automation, systems integration, productivity platforms, product development, technology enhancement, product lifecycle management, innovation strategy, R&D planning	Technology Assessment, Automation Plan, AI Strategy, Product Roadmap, Technology Roadmap, R&D Plan

11	Organizational Design, Team Building & Leadership	Founder strengths and weaknesses, co-founder evaluation, hiring strategies, advisory boards, leadership development, organizational culture, Product/Technology Development roadmap, R&D priority roadmap	Founder Assessment, Team Building Plan, Co-Founder Evaluation Worksheet, Advisory Board Plan, Organization Chart
12	Finance, Accounting & Financial Forecasting	Financial statements, budgeting, cash flow management, forecasting, startup finance fundamentals, financial planning	Financial Model, Revenue Forecast, Expense Budget, Cash Flow Projection, Financial Assumptions Worksheet
13	Legal Foundations, Risk Management & Governance	LLC vs Corporation, founder agreements, contractor agreements, NDAs, intellectual property, governance, compliance, risk management	Legal Structure Recommendation, Founder Agreement Framework, Risk Assessment, Legal Checklist
14	Fundraising & Capital Strategy	Bootstrapping, grants, SBA loans, angel investors, venture capital, SAFE notes, cap tables, fundraising readiness, investor expectations	Fundraising Strategy Plan, Capital Requirements Worksheet, Investor Target List, Funding Roadmap
15	Pitch Deck Development, Storytelling & Investor Readiness	Storytelling, investor presentations, customer presentations, pitch deck structure, presentation design, communicating value, fundraising narratives	Pitch Deck, Executive Summary, Investor Presentation, Customer Presentation, Founder Pitch

16	Growth Planning, Business Launch & Founder Roadmap	Business launch preparation, company registration, launch checklist, success metrics, KPI development, milestone planning, growth strategy, 90-day operating plan	Business Launch Plan, Company Registration Checklist, Growth Roadmap, Success Metrics Dashboard, 90-Day Operating Plan, Final Presentation
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For More Information

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