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ECONOMIC IMPACT

How to Teach Entrepreneurship in the 21st Century

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The College as an Economic Engine

- Develop Entrepreneurs
- Support Existing Business
- Creating Business

Entrepreneurial Curriculum: Values

- Can or does the organization provide a service or product that is valuable to the community and beyond? The Why?
- Begin with humility: This is not about you.
- Make mistakes, but do not be defined by them.

Entrepreneurial Curriculum: The Reality

- Success takes longer than you think.
- Learn from mistakes
- Stressful, exhausting, exhilarating in same day.
- Life's balance

Entrepreneurial Curriculum: An Explanation of the Journey

- The Mission
- Trial and Error & Confusion
- Gaps in the Industry
- Challenge the status quo
- Learn how to work your money
- Celebrate Small Wins

Entrepreneurial Curriculum: Leading Change

- The Path to Success is not Linear.
- Build Change into Your Standard Operating Procedures
- Train Staff on Innovation Techniques

Entrepreneurial Curriculum: Who is Your Ideal Customer?

- How can you improve their situation?
- What is your customer's world view?
- Can this market be profitable?
- Who are your competitors?

Entrepreneurial Curriculum: Strategic Thinking

- The Vision
- Marketing Plan, Sales Plan, Financial Plan, Human Resource Plan
- SWOT Analysis
- Growth Strategy
- How to Create a Great Elevator Pitch

Entrepreneurial Curriculum: Finances

- Select Venture Capital Firms to Contact
- Have a Succinct Clear Presentation
- Have a Clear Path to Get a Return on Investment
- How to Manage Your Cash Flow

Entrepreneurial Curriculum: Mistakes

- How to Surround Yourself with Smart People.
- Don't Go for the Money, Stay with Your Passion.
- Do Not Ignore Social Media
- Profit Margins are Too Small

Hands On Teaching Approach

- Small Groups Less than 7 per instructor
- Customized instruction for each student
- Help Entrepreneur get to a breakeven point
- Create New Pathways to Success
- Continue to work with entrepreneurs for the first 3 years of business.