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- Receive valuable, proprietary articles, documents and resource leads from the 40-year, seven-business Instructor 3
- Experience the creation and receive priceless evaluation on compliance and effectivity of documents, plans, funder types, conventional business professionals, presentations, strategies, exit possibilities, and technology. 3
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Instructor

Kenton H Johnson has created seven profitable businesses over four decades*, sold two and is rapidly expanding the business consulting and sales ventures*, creating the process and coining it Startup 2.0™. He's guided more than 10,000 business clients, students and international readers to become more profitable, successfully market their products/services and implement the best cutting-edge technology. He has more than 66 units over his high-tech MS, in Technology and Business*, and has Credentials in Marketing, Corporate Finance and as a Community College Instructor*. *More at: LinkedIn.KentonHJohnson.com and Resume.*KentonHJohnson.com

Short versions for catalog: *Drop Italics.*

Outcomes

Truly Understand the Process to Success, Value and Potential Sale

Prepare some or all of the Necessary Presentation Documents *(depending on number of hours in the course and computer availability)*

Begin the Funding Process *(16-hour and Block/Semester Course)*

Be well prepared for each development stage and more detailed topics *(listed in "Follow-on Courses")*

Benefits

Know and select the inside, critical options for launching a business – funding documents, funder types, team members, marketing, technology, expansion, and exit strategies – that are more-often missed by advisors, incubators, books, business schools and the media.

Receive valuable, proprietary articles, documents and resource leads from the 40-year, seven-business Instructor

Experience the creation and receive priceless evaluation on compliance and effectivity of documents, plans, funder types, conventional business professionals, presentations, strategies, exit possibilities, and technology.

Have access to the Instructor outside the classroom during as well as shortly before and period after the Course.

More at CCCCadvantages.ProsperSystems.biz

Target Audience / Prerequisites

Founders who have set up their business by taking known course work that develops the following or is verified in a questionnaire completed prior to beginning the Course.

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Overview – draft per MissionMarketMGTMoney.ProsperSystems.biz

- Mission
- Market, including target demographics
- Management / Founders
- Money – General Income and Expenses – 3 years

Incorporation type – Sole, Partnership, LLC, S-Corp, C-Corp

Location – virtual, home, office, facility

Patents Submitted

Licenses obtained and Licensing analyzed

Bookkeeping method and software

Professionals – Attorney, Accountant, Bookkeeper, Consultants

Initial Funding – Credit Cards, LOC, 2nd Mortgage, F&F, Suppliers, Customers, Associates, Notes, Seed

Groups – LinkedIn, Meetup, Clubs, Chamber

Style

Lecture with Examples and References

Participation Encouraged

Discussion Group

Pre-Test, Exercises and Final test

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Course Outline

Phase I – Preparation (*Conceptualization*) – keys to success

- Analyze or Prepare, in format such as MissionMarketMGTMoney.ProsperSystems.biz
  - Mission
  - Market
  - Management team – what the Founders become
    - Members – 3-5
    - Total experience – at least 125 years
    - The importance of the best fit for the Founders
  - Money – Financial projections
    - 1st 12 months
    - Next 4 quarters
    - Next 3 years
    - Reviewed by qualified Accounting Advisor (generally a CPA)
  - Agreements
    - Team Members
    - Vendors
    - Early Investors
  - Plans
    - Full Business Plan, in format such as BusinessPlanOutline.ProsperSystems.biz
    - Marketing, such as GOgitMMMreport.ProsperSystems.biz
    - Sales
    - Operations
    - Growth
    - Testing
- Attract additional team members paid on future income
  - Members
    - CxOs
    - Directors
    - Advisors
    - Others
  - Compensation
  - Finding
- Exercise
  - Under 16-hour Course – update existing Mission, Market, Management and Money (mm**M**M) with 1-line profit projections – approaching the mm**M**M format – as well as evaluate your goal position in the company
  - 16-hour+ Course – in addition, create revised (if have computer) or new document for the all materials so far, approaching the BusinessPlanOutline.ProsperSystems.biz, with abbreviated Agreements and Plans
  - Block/Semester Course – in addition, outline the appropriate Plans
- Analyze compliance with state and US securities regulations
  - Website
  - Documents
    - Teaser/Overview

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    - Business Plan
    - Private Placement Memo / Prospectus
    - Subscriber Questionnaire
    - Subscription Agreement
  - Presentation
  - Avoid
    - ROI and raise in marketing materials – reserve for private presentations and conversations
    - "Forward-looking" statements in marketing materials – reserve for formal prospectus-type document
    - Any unverified information – that could be considered purposely fraudulent later
  - Reviewed by SEC-qualified Legal Advisor (generally a specialize attorney)
- Prepare securities documents per legal counsel guidance
- Document database
  - Marketing
  - Presentation – general and one-on-one to qualified funders
  - In the Cloud
  - Maintenance
- Upgrade documents for distribution and presentation
- Develop funding presentation strategies
- Presentations – slides, online, paper
  - Develop
  - Strategize
  - Practice
- Exercise
  - 4- to 8-hour Course – check revised Overview for compliance issues
  - Under 16-hour Course – convert revised Mission, Market, Management and Money form mmMm format to slide deck, using the 10-20-30 rule
  - 16-hour+ Course – in addition to slide deck, check revised business plan for compliance issues, outline presentation plan
  - Block/Semester Course – in addition, present your slide deck or other presentation materials to the class for critique

Phase II – Presentation and Process (*Capitalization*) – preparation meets opportunity

- Select type(s) of funding – *not just equity investors*
  - Friends and Family
  - Lines of Credit
  - Debt
  - Grant
  - Crowdfunding
    - Donation
    - Pre-purchase
    - Community Equity Investors, which include
    - Accredited Equity Investors
  - Venture Capitalists

  - Institutions
  - Private Equity Firms
  - Pension Funds
  - Family Offices
  - Supplier
  - Customer
  - Others
    - Factoring
    - Cash-flow loans
  - References

- Consultants, Legalities and Expenses
  - Startup/expansion consultants
  - Attorneys
  - Finders (a gray area)
  - Licensed Broker/Dealers
  - Investment Bankers

- Venue
  - State
  - US, or
  - Beyond

- Funder connections
  - Identify
  - Vet
  - Strategize introductions
  - Develop relationships

- Exercise
  - Under 16-hour Course – list and evaluate your strengths and weaknesses in the first set of Capitalization actions
  - 16-hour+ Course – in addition, plan how you would ameliorate your weaknesses, gauge your comfort with the types of funding and consider your preferred venues
  - Block/Semester Course – in addition, list all the connections you can find, albeit incomplete, for each type of funder, consultants and the funders and load into a spreadsheet or other database (versus only a contact list)

- Maintain Funder database
  - Secured and Potential
  - Who's working with them
  - Progress

- Scripts (especially for friends, associates, directors and advisors who might violate securities laws by saying too much or in the wrong way)
  - Write
  - Coordinate with company legal advisors

- Practice with all
  - Introducers
  - Presenters

- Presentations
  - Coordinate

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  - Lead
  - Log results in database
  - References and Resources
    - *Shark Tank*, TV Series and YouTube – mostly entertainment, but instructive on what *not* to do
    - Local pitch groups and sessions – Meetup, Incubators, Startup Offices

- Funder negotiations
  - Term sheet
  - Know limits
  - Durations
- Plan staging (tranches)
- Maintain Funder relations.
- Exercise
  - Under 16-hour Course – list and evaluate your strengths and weaknesses in the second set of Capitalization actions
  - 16-hour+ Course – in addition, plan how you would ameliorate your weaknesses
  - Block/Semester Course – in addition, outline your team sales script and negotiation tactics

Phase III – Profit (*Completion*) – ensuring sustainable and salable business

- Build corporate Customer Database
  - Contact information
  - Needs
  - Stage
  - Next Contact / Action
  - Dated Notes
  - Marketing/Referral Sources
  - Progress / Actions by Stage
  - Available to marketing, sales, management, consultants and operations
- Provide business performance information to
  - Funders
  - Customers
- Enhance via new technology
  - Marketing
  - Sales opportunities
- Operational enhancements
  - Identify
  - Recommend
- Technology enhancement
  - Research,
  - Decide
  - Implement
- New business investment and opportunities
  - Identify
  - Analyze

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- Secure additional funding (as in Phase II)
- Additional Management, Directors and Advisors
  - Find
  - Review
  - Select
- Exercise
  - Under 16-hour Course – list and evaluate your preferences operating in this environment
  - 16-hour+ Course – in addition, list potential enhancements you could possibly implement
  - Block/Semester Course – in addition, evaluate your enhancement list in light of today's technology/practices, as well as anticipated in 3-5 years

Phase IV – Purchase (*Close*) – optionally exit/sell

- Exit or Sell, if and when desired
  - Evaluate real costs
  - Understand the time costs
  - Select best sales professionals
  - Reference: DenverPost.com/business/ci_27709142/some-owners-are-shocked-at-what-it-costs
- At the best stages
  - Business
  - Market
  - Reference: DenverPost.com/business/ci_28839329/ready-sell-your-business-strike-before-market-conditions
- Prepare for exit/sale
  - Public Offering,
  - Selling your Own Shares or
  - Through organizations, such as listed at Buyers.ProsperSystems.biz
- Maximize ROI
  - Founders' efforts
  - Investors' efforts and investments
- Transition – continuation for a short or extended, with or without ownership
  - Founders
  - Management
  - Directors
  - Advisors
  - Key personnel
  - Fiduciary Responsibility and Liability
- Exercise
  - Under 16-hour Course – list reasons to sell and how long you'd like to develop your business before selling
  - 16-hour+ Course – in addition, read References and write up your concerns or enthusiasm about selling
  - Block/Semester Course – in addition, evaluate your interest in continuing on after sale

Final

- 25 questions

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- Multiple choice

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Offering Options

Overview – 4 hours – $99/student

- Some Exercises
- Two 10-minute break
- One 60-minute box lunch midway
- 10 am to 3 pm with 30-minute networking on each end

Seminar – 8 hours – $169/student

- 1-2 days
- Several Exercises
- Six 10-minute breaks
- One 60-minute catered lunch midway
- 8 am to 5 pm with 30-minute networking on each end

Short Course – 16 hours – $289/student

- 2-8 days
- Weekend to 4 weeks
- Most Exercises
- One 10-minute break per hour
- On 60-minute lunch for 4 or 8 hour session
- Times
  - 2-day – 8 am to 5 pm
  - 4-day – 10am to 3 pm or 4 pm to 9 pm
  - 8-day – 10 am to 12 noon, 1 pm to 3 pm, or 7 pm to 9 pm
  - 30-minute networking on each end

Block/Semester Course – 48 hours – $1,450/student

- 5-32 days
- Up to 16 weeks
- All Exercises
- One 10-minute break per hour
- On 60-minute lunch for 4 or 8 hour sessions
- Times
  - 5-day – 8 am to 8 pm
  - 12-day – 10 am to 3 pm or 4 pm to 9 pm
  - 24-day – 10 am to 12 noon, 1 pm to 3 pm, or 7 pm to 9 pm
  - 32-day – 10 am to 11:30 am, 1 pm to 2:30 pm, or 7 pm to 8:30 pm

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- 30-minute networking on each end

Equipment

- Students
  - Laptop or tablet computer, optional
  - Pen/pencil and paper, just in case
- Venue
  - Computer Projector
  - Internet Access
  - Power sources for laptops

Materials

- Bring or email ahead
  - Prerequisite questionnaire, in hardcopy
  - Business documents, preferably on their device
  - Resource information, preferably on their device
- Provided – PDF and hardcopy
  - Pre-test
  - Outline with room to write
  - Exercises
  - Final

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Resume and Recommendations

Resume *(link)*

Recommendations *(link)*

- Mr John Tesone , Business Development Executive, Istonish, President, Geologist, President and Chief Geologist, PaleoVentures, (303)881-7635, Greenwood Village CO 80111. Rec-Ed-TesoneJohn.KentonHJohnson.com
- Mr Don Schramm, Program co-Director. Collaborated, created courses, brochures and marketing to their STEM audience, and conducted 20+ intro to microcomputers courses (also taught 30+ to other national technical organizations – see Seminars), as well as computer management, Integrating and managing computers and CADD in Architecture and Engineering, and microcomputer applications, 1981-85, EPD.Wisc.edu, Department of Engineering Professional Development, University of Wisconsin-Madison, Madison WI 53706, (608)263-7757. Rec-SchrammDon.KentonHJohnson.com
- Dr Roland Thomas, Naturopathic Doctor, President of BioAge, former client in CompWellness.net, and current collaborator on marketing, sales and business. Edited and published one of his books on the Dr Kiriac story, as well as collaborated on other educational ventures, 1996-present, BioAge.com, BioAge LLC, Niagara Falls NY 14305, (303)683-8113 / +1(289)407-0828 (Canada). Rec-ThomasRoland.KentonHJohnson.com
- Mr Thomas Kruse, Senior Planner (ret), Denver Water Department, and real estate developer, greatly appreciated one-on-one training and insightful consulting in his department, as well as experienced "Introduction to Computers" and FORTRAN courses, 1976-78, then partnered on real estate projects, Denver CO 80204, (303)619-7128. Rec-KruseThomas.KentonHJohnson.com
- Ms Toni Muscatello, RN, CMT, Executive Director at Mannatech, Teacher and client in CompWellness.net – collaborated on many educational events, marketing and business, 1997-2004, MyWellnessClub.org, Rockledge FL 32955, (321)369-9316.
- Linkedin *(link)*
  - Cris Wright, P.E., 2010-present
  - Tamas M Knecht, 2014-present
  - Lauren E Miller, 2010-present
  - Dr Tom Goode, 1997-present
  - Dr David Friedman, 1996-present
- CompWellness Professional Association *(link)*, 1996-2004
  - Roland Thomas, BioAge
  - Glenn Streeter, Medical Fitness
  - Margaret Auld-Louie, Optimum Wellness
- All Recommendations *(link)*

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