



IGNITE COURSE AGENDA

Week 1: Getting Started: Goals and Business Foundations

Introduction to Business Model Canvas, Goal Setting, Value Proposition, Mission Statement, Vision Statement, Core Values

Week 2: Expanding Value

Spheres of Practice for the Modern Artist, Key Activities, Key Resources, Key Partners, Introduction to Negotiation

Week 3: Exploring Your Industry

Exploring Negotiation, Industry Analysis, Understanding the Forces of Industry

Week 4: Market and Situation Analysis

Customer Segments and Relationships, Market Analysis, Communication Strategy

Week 5: Situation Analysis and Managing Operations

Competitive Analysis, Situation Analysis, Operations Strategies, Mitigating Risk

Week 6: Cost Structures, Revenue Streams and Business Entities

Understanding and Defining Cost, Defining Revenue Streams, Understanding Available Business Entities

Week 7: Review/Work Day

Week 8: Final Presentations