**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**