



# Entrepreneur Incubator Overview

Starting a business is a daunting task, with multiple steps, not all of which are straightforward. The entrepreneurial process requires prospective business owners to have a tremendous amount of drive, to understand the development process, to know their communities, to develop skilled marketing plans, and to have a basic understanding of the day-to-day operations of a successful business. Imparting such knowledge is not straightforward, either; it is not teaching so much as guiding prospective business owners to teach themselves.

The American Center's Entrepreneur Incubator training series will provide participants with relevant experiences and skills so they are better prepared to start their own businesses. It has five separate Content Pyramids that focus on the fundamental concepts and skills needed to start any business.

**Drive:** Successful entrepreneurs cannot succeed without the drive and passion to see their ideas through. The Drive Content Pyramid helps participants identify their motivations and teaches them about interviewing and negotiating.

**Development:** All products and ideas go through a development phase. The Development Content Pyramid shows participants what this stage is all about and guides them through seeking and receiving feedback on their own ideas.

**Community:** Successful business owners understand the needs of their communities. The Community Content Pyramid teaches participants how to use their community as a resource and why doing so is important.

**Marketing:** An attentive audience is integral to success in the business world. The Marketing Content Pyramid teaches important marketing and advertising skills.

**Operations:** A business is financially sound and secure when the business owner understands the laws and regulations that apply to the business, as well as the importance of being fiscally responsible. The Operations Content Pyramid helps participants recognize the sorts of regulations and requirements that may relate to their business plans, and learn to budget appropriately.

