

Innovation Trek

PROGRAM OUTLINE

LIVE SESSION DATES AVAILABLE ON ZENAGOS.COM

Get started on the basics

- Name your company
- Choose a business structure
- Apply for a Tax ID number
- Secure a domain name
- Design a logo
- Create a website
- Set up a business bank account
- Get business contact info
- Consider a business credit card



ORIENTATION

Prepare for your program

- Get to know your fellow Trekkers
- Document your business inspiration
- Set up your business calendar
- Choose short-term goals
- Select long-term goals
- Get an overview of what you will learn in the Innovation Trek program
- Learn about the Zenagos' FACTS



Connecting with Customers

- See the world through your customers' eyes
- Detail your unique customer experience
- Address your customers' concerns
- Visualize a future with loyal customers

Live Session: 8pm ET



Building Your Team

- Build a network of people who can help you
- Calculate how much you can deliver without hiring
- Practice inspiring people to join your team
- Figure out if you need to hire people and by when

Live Session: 8pm ET



Selling with Confidence

- Map the steps in your sales process
- Construct the sales funnel for your business
- Calculate your customer acquisition cost
- Learn what you can afford to pay for referrals

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Show Me the Money

- Set your price and estimate your revenue
- Organize the costs of running your business
- Project your path to profitability
- Determine how much cash you need

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Winning the Game

- Investigate the other options available to your customers
- Describe how your offering is different and better
- Detail your "special sauce" value strategy
- Create a scoreboard to measure your progress

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Reaching Your Customers

- Identify the best places to advertise
- Develop a plan for your company website
- Decide the best way for you to approach social media
- Determine when selling partners are good deal

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