
PROPEL BUSINESS LAB

SESSION IV

THE MARKET: ANALYSIS & UNDERSTANDING



ALLENDALE COHORT

Alicia Davis, Facilitator

BARNWELL COHORT

AGENDA

SESSION IV

6:00p.m. - 6:05p.m.: CEO and/or PROGRAM MANAGER COMMENTS (If Applicable)

6:05p.m. - 6:30p.m.: ELEVATOR PITCH PRESENTATIONS & TARGET MARKETS

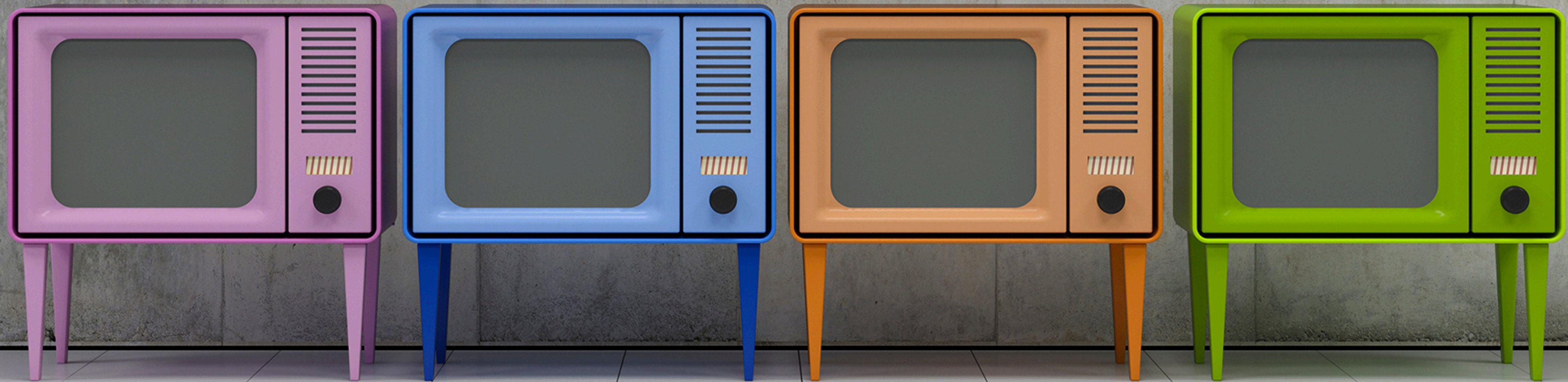
6:30p.m. - 8:00p.m.: GUEST SPEAKER PRESENTATION (*Choosing the Right Legal Structure, Governing Regulations, Risk Management, Trademarks, Patents, Copyrights & Other Legal Issues*)

8:00p.m. - 8:55p.m.: MANAGEMENT & ORGANIZATION DISCUSSION

8:55p.m. - 9:00p.m.: CEO and/or PROGRAM MANAGER COMMENTS (IF APPLICABLE)

“If you don’t build your dream, someone else will hire you to help them build theirs.”

(Dhirubhai Ambani, Entrepreneur)



IDENTIFYING THE CORRECT BUSINESS STRUCTURE



SOLE PROPRIETORSHIP

A sole proprietor is one person who owns an unincorporated business



PARTNERSHIP

A partnership is a form of business where two or more people share ownership, as well as the responsibility for managing the company and the income or losses the business generates.



S-CORPORATION

S Corporations are corporations that elect to pass corporate income, losses, deductions, and credits through to their shareholders for federal tax purposes. Shareholders of S corporations report the flow-through of income and losses on their personal tax returns and are assessed tax at their individual income tax rates. This allows S Corporations to avoid double taxation on the corporate income.

C-CORPORATION

A C Corporation (or C-corp) is a legal structure for a corporation in which the owners, or shareholders, are taxed separately from the entity. The taxing of profits from the business is at both corporate and personal levels, creating a double taxation situation.



LIMITED LIABILITY COMPANIES

A type of business structure commonly used in the United States. LLCs can be seen as a hybrid structure that combines features of both a corporation and a partnership. Like a corporation, LLCs provide their owners with limited liability in the event the business fails. But like a partnership, LLCs “pass-through” their profits so that they are taxed as part of the owners' personal income.

TRADEMARKS, PATENTS, & COPYRIGHTS



TRADEMARKS

Any word, phrase, symbol, design, or a combination that identifies goods or services. The word “trademark” can refer to both trademarks and service marks. A trademark is used for goods, while a service mark is used for services.

A trademark:

- **Identifies the source of your goods or services.**
- **Provides legal protection for your brand.**
- **Helps you guard against counterfeiting and fraud.**



PATENT

A PATENT IS AN EXCLUSIVE RIGHT GRANTED FOR AN INVENTION, WHICH IS A PRODUCT OR A PROCESS THAT PROVIDES A NEW WAY OF DOING SOMETHING, OR OFFERS A NEW TECHNICAL SOLUTION TO A PROBLEM. PATENT PROTECTION MEANS THAT THE INVENTION CANNOT BE COMMERCIALY MADE, USED, DISTRIBUTED, IMPORTED OR SOLD BY OTHERS WITHOUT THE PATENT OWNER'S CONSENT.

COPYRIGHTS

A type of intellectual property that protects original works of authors as soon as an author completes the work in a tangible form of expression.

There are many different types of works, including paintings, photographs, illustrations, musical compositions, sound recordings, computer programs, books, poems, blog posts, movies, architectural works, plays, etc. that may be protected by copyrights.

MANAGEMENT & ORGANIZATION



ORGANIZATION CHARTS



An organization chart is the visual representation of its reporting structure. It defines the employee relationship hierarchy of an organization and the alignment matrix of teams. Org charts illustrate employee designations, reporting managers and more.

SAMPLE ORGANIZATION CHART

ASPEN AGENCY WELCOME TO THE TEAM!



CHARACTERISTICS OF A GOOD MANAGER

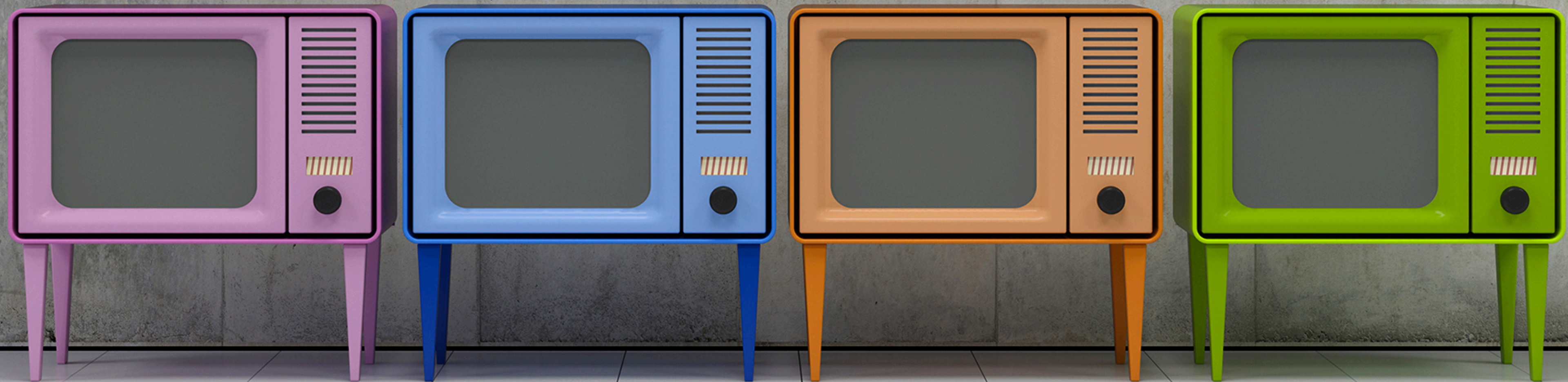


QUALITIES OF A
SUCCESSFUL MANAGER

- 1. Leadership**
- 2. Experience**
- 3. Communication**
- 4. Knowledge**
- 5. Organization**
- 6. Time management**
- 7. Delegation**
- 8. Confidence**
- 9. Respect**
- 10. Company Culture**

LET'S REFLECT...

Why is it so important to select the correct business structure? Which business structure is best for you? Please explain.



PRE-WORK FOR SESSION V



ASSIGNMENTS

SESSION IV

1. Read through the Session V Presentation.
2. Read the additional resources provided in the program outline for Week #5.

CONTACT INFORMATION

LET'S
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