

**YOU ASKED FOR IT!
NOW DON'T MISS YOUR OPPORTUNITY**



Entrepreneurship



IT'S YOUR TIME!

Development Program



An IM Possible Company



Entrepreneurship Development Program

Welcome

Welcome to Sketched on a Napkin (SON), an I M (www.IMpossiblemall.com) company dedicated to transforming lives through education, experiences, and exposure.

Our Purpose

SON's mission is to inspire and develop creativity and innovation across disciplines through programs, courses, and workshops. The relationship between creativity, innovation and entrepreneurship inspired SON to create a professional development program specifically for entrepreneurs which is our **Entrepreneurship Development Program (EDP)**.

Objectives

- To inspire, encourage, and prepare participants to launch their business as rapidly as possible.
- To develop and strengthen participants entrepreneurial knowledge, skills, and abilities.
- To inspire and motivate individuals to pursue entrepreneurial careers.
- To increase the number of successful entrepreneurs by imparting comprehensive business management education

About our EDP

Sketched on a Napkin's Entrepreneurship Development Program (SON-EDP) teaches individuals how to detect opportunities, generate ideas to exploit those opportunities, transform those ideas into a business model, and launch a business. SON-EDP's objective is to improve individuals' creative and innovative skills. All these skills are transferable and can be utilized in non-entrepreneurial disciplines.

Why SON-EDP is Awesome!

SON-EDP is one of the best (and affordable) entrepreneurial programs taught by a professional who is an experienced serial & parallel entrepreneur, corporate consultant, college instructor, and entrepreneur coach.

SON-EDP provides an ongoing support system and network of people, services, resources, and events. In addition to obtaining the entrepreneurial knowledge here are additional reasons that make SON-EDP so awesome:

1. **SON-EDP** develops entrepreneurs with a “**cooperative competition**” (aka cooperation) business mindset. Coopetition is an unconventional collaboration and cooperation model performed between competitors. **SON-EDP's** model is based on a framework of business development and value creation through “sharing and collaborating” along a competitive trajectory. Participants gain an

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www.sketchedonanapkin.com



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understanding of the social, intellectual and economic benefits of achieving and maintaining a thriving, diverse, business community and network.

2. You are surrounded by like-minded individuals.
3. See your idea come to life.
4. Learn the fundamentals of launching your website.
5. Gain the knowledge on incorporating your business.
6. Be featured in I M's digital magazine, *On the Verge* (otv.impossiblemall.com) which has national and international readership, to promote you and your new business.
7. Receive ongoing multilevel support as a member of I M and SON networks.
8. Become an I M Gold Seal Partner which provides another channel to sell your products/services.
9. Be part of a team, build your network.
10. Receive discounts on products and services offered by I M brands.
11. Attend entrepreneurial events given by I M companies such as
 - a. All About the Notes, Take them, Taste Them Mastermind Workshop & Wine Tasting
www.sketchedonanapkin.com/AllAbouttheNotes
 - b. Entrepreneur-Ship Brunch Cruise given by Relation Ships Yacht Charters
www.relationshipsyachtcharters.com
12. Our powerful network of personal, professional and business development products and services.

Our Powerful Network Makes Us Better

When a company or individual engages one of our brands they gain can access to the entire I M network of services. An individual enrolling in SON-EDP gains access to productivity training, leadership development, life management, internship programs, employee recruitment, business development and technology consulting, and other services.

SON-EDP Structure

SON-EDP courses are offered at different locations, formats and time:

- Weekend – 1/2 day sessions
- Weekday – Full day sessions
- Weeknights – 1/2 day sessions





Entrepreneurship Development Program

Emerging entrepreneurs must be able to rapidly transform ideas into viable marketable solutions. SON-EDP participants begin with learning about entrepreneurship, idea generation and analysis, developing the idea, transforming the idea into a marketable item, launching a business to bring the item to market, and how to grow the business.

Our EDP utilizes content and material from reputable resources including successful entrepreneurs, prominent business schools, and other periodicals. Our EDP is comprised of instructor-led classroom sessions, e-learning, experiential learning, projects, readings, assignments and exercises.

Fees/Tuition

Tuition includes class fees, books, binders and additional material.

How to enroll in SON-EDP

1. Simply visit www.sketchedonanapkin.com for the most current information about the dates and times for the next SON-EDP.
2. Register for an upcoming workshop.
3. RSVP to ensure you are notified with information.
4. Class sizes are limited in size, so do not wait to register.

SON-EDP Courses

- Introduction to Entrepreneurship (8 hours - \$249.00)
- Ideation: The Art of Generating and Vetting Great Ideas (8 hours - \$249.00)
- Incubation: Transforming Ideas into a Business Model (8 hours - \$249.00)
- Implementation: Launching Your Business (8 hours - \$249.00)

Above courses are taken together in sequence. Below courses can be taken individually in any order.

- Incorporating Your Business
- Learning the Fundamentals of a Launching a Website
- Communication & Presentation
- Growing: Scaling Your Business
- Unlocking Your Creativity
- Understand (and Predicting) Your Customer's Behavior

For additional information visit our website www.sketchedonanapkin.com or contact us: entrepreneurs@sketchedonanapkin.com

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