**2025 Community Bootcamp for Entrepreneurs**

**Presented by the University of Notre Dame and Partners**

**Saturdays, February 1, 8, 15, 22, March 1, 8, 8:30 am-1:00 pm**

**Charles Martin Youth Center, 802 Lincoln Way West, South Bend, Indiana**

**FEBRUARY 1 - Bootcamp Basics: The Entrepreneurial Dream**

**Instructor: Dr. Michael Morris, Professor of Entrepreneurship**

It All Starts with an Idea; Thinking the Entrepreneurial Way; The Nature of the Entrepreneurial Experience; Entrepreneurship as a Process; Entrepreneurship as a Journey; Why Anyone Can Do It; Key Competencies and Skills; The Four Types of Ventures that Entrepreneurs Start; The Commodity Trap; Opportunity versus Concept;

*Guest Entrepreneurs* **–**

***Special Session from 12-1pm: “Developing & Using Your Social Media Presence"* Kirianna West, social media expert *"***

**FEBRUARY 8 - What You Need to Know About the Numbers**

**Instructor: Dr. Michael Morris, Professor of Entrepreneurship**

Understanding Your Model for Making Money; Basic Economics of Your Business; Determining How Much You Have to Sell to Survive; What You Really Need to Know About Financial Statements; Why Cash Flow is King

*Guest Entrepreneurs*– **Barbara Turner, founder, Revive Homes & Alicia Easton, founder, Quality Clean Professional Services**

***Special Session from 12-1pm:* "*Ask the Lawyers*", Thao Nguyen, partner, Plews, Shadley, Racher and Braun, LLP and Libby Klesmith, Associate, Tuesley, Hall and Konopa, LLP**

**FEBRUARY 15 – Planning, Thinking Strategically, and Managing Your Risk**

**Instructor: Dr. Michael Morris, Professor of Entrepreneurship**

Working *On* Your Business Not Just *In* Your Business; Planning versus the Business Plan; Audiences for Plans; The Logic and Structure of a Good Plan; Mistakes Made in Writing Your Plan; How to Use the Plan; Strategic Thinking, Your Profit Model, How to Address the Commodity Trap; Mitigating Risks Surrounding Your Business

*Guest Entrepreneurs*– **Gil Michel, founder, Caleb Group & Emily Sandock, founder, Little House Montessori & BodEUrban**

***Special Session from 12-1pm: “How Certification Works and Why It is Important”,* Keana Balis, founder, Know to Grow**

**FEBRUARY 22 – Getting Resources (including Money) When You Do Not Have Any Money**

**Instructor: Dr. Michael Morris, Professor of Entrepreneurship**

Getting Resources When You Don't Have Any; How to Bootstrap and Leverage Resources; What About Money?; How Much Money; Sources of Money; When to Use What Source; How to Approach the Various Sources; What an Entrepreneur Needs to Know About Negotiation;

*Guest Entrepreneurs* – **Leonardo Duran, owner, Cinco5** **and Leslinda Wilson, founder, Blossom Cleaning & Organizing**

***Special Session from 12-1pm: "Working with Lenders to Get Loans & Other Services”*, Ricky Miller and Patty Wheeler, Everwise Credit Union and Sam Centellas, CDFI Friendly South Bend**

**MARCH 1 - Customers Drive the Business**

**Instructor: Dr. Michael Morris, Professor of Entrepreneurship**

Markets and Marketing; Understanding your Customers; Segmenting the Market; The Guerrilla Concept; Doing

More with Marketing While Spending Less; Entrepreneurial Approaches to Core Marketing Decisions

*Guest Entrepreneurs* –  **Hugh Johnson, founder, J2 Marketing and Kyle OConnor, founder, Alpha Dog Agency**

***Special Session from 12-1pm: "Improving Your Chances on Government Contracts"*, Michael Schmidt, City of South Bend and Gilberto A. Carles and Caylie Peet,** **University of Notre Dame**

**MARCH 8 – Operations, Organizing and Other Fundamentals that Matter**

**Instructor: Dr. Michael Morris, Professor of Entrepreneurship**

Formal Operations; Designing Your Formal Operating Model; A day in the Life and Associated Issues of Value, Quality, Bottlenecks, Suppliers and More; Finding People: What You Need to Know About Employees and Staffing Issues; Forms of Organization; Other Fundamentals that Matter; Your First 100 Days.

*Guest Speaker* – **Alan Steele, NCISBDC**

**Graduation Lunch and Certificate Presentations: 12:00-1:30 pm, Guest Entrepreneur: Joe Luten, founder, Importin’ Joe’s Coffee**