

Entrepreneur Business School Product Portfolio

Since 2003, Entrepreneur Business School Ltd., (EBS), has been delivering 'business development' training and support to meet the specific requirements of a wide range of innovation and entrepreneurship programmes as well as that of individual spinout, startup and other early-stage businesses. The EBS 'Compass' range of training modules includes Online (on-demand) Training, Face-to-Face Knowledge Transfer sessions, Case Studies, Business Development Tools and practical hands-on Workshops, all designed to promote entrepreneurial activity and turn business ideas into commercial reality.

All of our materials can be customised into training programmes spanning 12 months to a few days. The following illustrates a selection of the topics covered in our extensive range:

EBS 201 Business Fundamentals: An introduction to being a director. We review the underlying principals behind the different types of incorporated and unincorporated entities. We explore the obligations and commitments required of founders, shareholders and other stakeholders.

EBS 204 Business Finance & EBS205 Financing the Business: An introduction to fiscal realities. Most businesses are measured by their financial achievements. All businesses have to be financially viable to be sustainable. We explore the requirements for a credible financial plan.

EBS 206 Product Marketing: Show me your customers! Can you evidence your claims? We explore what Product Marketing really means. What questions do you need your prospective customers to answer before you expend significant resources on business development?

EBS 207 Sales Plans and Processes: The biggest deficiency in all early-stage business and their Business Plans. Bar none. But it's a process. We show you how it's done and how to hit your Sales Target at year end.

EBS 209 The Concise Business Plan: Stop writing 30-page 'monsters'; no-one reads them. This session shows you how to create succinct, compelling Business Plans that people will want to read to the end.

EBS 211 Creating Customers: Creating customers is better than selling! Don't hire a sales person; hire a Business Development person. We explain why customer relationships are key and show you how to create them.

EBS212 Intellectual Asset Management: Your intellectual assets are core to your business. Many companies fail to protect them at all, whilst others protect everything and incur significant costs. This session shows you how to develop an affordable, effective IP protection strategy.

EBS213 Business Models and Management Controls: Your business model defines how you sell your solution, what you get paid, when and how. It is critical to business success. This session explores the challenges and opportunities of different business models and how you manage them.

EBS 215 Building & Managing Effective Teams: The day of the lone heroic entrepreneur has long passed. This session explains the how and why you need to build a team to enable your project to succeed.

EBS219 Term Sheets & Tactics: To get to investment, first you need a Term Sheet. But what's in it? What does it mean? What is negotiable and what isn't? Because you'll have a short time to sign...and then it's off the table, this session shows you how Term Sheets work and what to do.

EBS 220 Investment Mechanics: How do venture capital and angel investment actually work? How do they make money? Why do they do the things they do? What can you expect when engaging with the investment community? This session addresses the realities of the investment process.

EBS 221 Inside The Entrepreneur (Yes, YOU!): So you've chosen to become an entrepreneur? OK: but what part did the important people in your life play in this decision? This session examines the impact your decisions and choices will have on you, your family and your life in general to help prepare you for some of the more challenging realities.

EBS 230 Hiring, Employing and Motivating Staff: They are supposed to be your most valuable asset. Yet deficient processes lead us to recruit the wrong people. When we recruit the right ones, do we really look after them and make best use of them? This session will help you recruit and retain the right staff.

EBS 232 Companies & Corporate Processes: You need to understand how a company operates. Good corporate governance is essential. How you buy and sell shares? How you appoint, (and remove) directors? How do you pay your taxes? etc etc. You can pay others to do this but you need to make sure they're doing it right; because whilst they do it.... you have to sign for it!

EBS235 Effective Spoken Communication: We often don't get our messages across as well as we think we do. In this workshop, we try to introduce some discipline and process into your presentations while allowing your personality to shine. It works for lecturers too.

EBS 236 Finding Funding: Some people win all the grant funding goingand others don't win any. This session walks through the grant application process illustrating what's usually overlooked, missed out or mistakenand how you can avoid making the mistakes that torpedo most applications.

EBS 240 Managing your Board and Investors: Leading a business isn't all about managing your employees. It's just as essential to have the right people around the board room table. How do you find them? More importantly, who does what and when? And how do you manage 'upwards'. This workshop provides you with actions and insights to address the challenge.

EBS 242 Pitching, Presenting and Managing Q&A: You will be pitching and presenting to win everything from a Research Associate role to tenure. For a bank account (yes, really). For a Chair or a mentor. For premises or offices. We show you what to present, how to present it and how to manage the Q&A, which is when most decisions are made and most folks fall down.

EBS 244 The Financial Plan: Everyone hates them; no-one knows how to build one. EBS provides you with a straightforward spreadsheet template and a comprehensive 'how-to' guide, and 90mins later it's done. Then you have to spend weeks, even months refining and revising it. You will learn to love your Financial Plan.

EBS245 Corporate Strategy (in uncertain times): Whilst some businesses struggled to survive during the pandemic, others thrived. This session looks at what you can do to prepare for 'crisis situations' and provides best practice and strategies to help you lead your organisation through difficult times.

EBS246 Modern Marketing: Marketing is the single most business-critical function within your business. It is much more important than sales. We explain why that is and how you can refine your marketing process into a simple, focused, targeted, effective and affordable discipline.

EBS257 Introduction to Commercialisation: It's not enough to have 'a good idea'. This session examines what else you will need to translate 'a good idea' into a credible Business Case and how we develop 'a good idea' into a much wider consideration of what is being offered, who will benefit from it, and why they might wish to make use of such an 'offer'.

EBS 374 Creating and Managing your Message: Your entrepreneurial journey starts with a good idea, but how do you communicate that idea to others? Do they get it? Do we really tell them the things they need to hear? Are we using the right language? This workshop helps you to assimilate all the information required to clearly and concisely 'sell' your idea to others.

EBS 513 Managing Meetings: How many of us rush from one meeting to the next ...and how many times do we leave that meeting having failed to get what we needed from our correspondents? This session shows you how to prepare effectively for any meeting, and how to work within the discussion to achieve the objectives and outcomes you want, whilst retaining and building relationships.

EBS 521 Technology Readiness: What have you got and is it useful? We discuss the concept of "Technology Readiness Levels" and show how it can be applied to anything from 'making donuts' to 'novel molecules'. Delegates are challenged to appraise their own projects to identify inconsistencies, incomplete components or critical dependencies.

EBS 546 Negotiation Skills: No-one likes confrontation and no-one likes to engage with 'difficult', 'aggressive', 'demanding' people. But as leaders we have to negotiate every day. This workshop provides insight into the negotiation process and will help you to develop skills that will empower you when dealing with over-assertive aggressive personalities. This is a session with lots of opportunities to negotiate with your peers. Practice. Learn.

Contact us

To discuss the development of a bespoke package of entrepreneurial training for your particular needs, email gillian@entrepreneur-business-school.com.