

**STARTUP**  
**ENTREPRENEUR**  
**ACADEMY™**

Setting you up for business success

Course Syllabus

# COURSE SYLLABALUS

## **Week 1**

Creating and manifesting your life and business vision

Instructor: Tisha Marie Pelletier

## **Week 2**

Legally protecting your idea and entity

Instructor: Burt Skiba

## **Week 3**

Accounting basics and setup

Instructor: Michele Simphoukam

## **Week 4**

Utilizing the Lean Business Model Canvas for your business

Instructor: Wiley Larsen

## **Week 5**

Mindfulness and habit change for optimum productivity

Instructor: Joy Carter

## **Week 6**

Money mindset - knowing your numbers and budgeting for your business

Instructor: Elizabeth 'Liz' Reyes

## **Week 7**

Branding 101

Instructor: Saloua Ibaline

**Week 8**

Networking etiquette in person and online  
Instructor: Tisha Marie Pelletier

**Week 9**

Collaborations and connections - establishing your trusted team  
Instructor: Tisha Marie Pelletier

**Week 10**

Marketing your business on social media  
Instructor: Desiree Martinez

**Week 11**

Gaining visibility in your business by becoming a credible expert  
Instructor: Tisha Marie Pelletier

**Week 12**

Building systems and processes  
Instructor: Xiomara 'Margie' Overman

**Week 13**

Sales strategies to suit your strengths  
Instructor: Jennifer 'Sparkle' Johnson

**Week 14**

How to level up and scale your business for growth  
Instructor: Tisha Marie Pelletier