



# #YALILEARNS



**YALILearns Session  
Facilitation Guide**

**FUNDAMENTALS OF  
STARTING AND RUNNING A  
BUSINESS**

## Your Guide to Facilitating a Session on the Fundamentals of Starting and Running a Business

This guide will help you lead a session on starting and running a business through the YALI Network Online Course, "[Fundamentals of Starting and Running a Business](#)." This guide is designed to help your audience understand critical aspects of entrepreneurship, from the process of developing a business to how to identify and expand in the marketplace, and how to pitch to new investors.

**Total Time: 80 Minutes**

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### Introduce Yourself (5 minutes)

- Thank your participants for coming and introduce yourself. Be sure to mention that you are an interested YALI Network member who wants to help participants start and run a business.
- Briefly share why you are interested in entrepreneurship. Keep it short!

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### Icebreaker: Introduce Yourself in 20 Words or Less (10 minutes)

- Have participants choose a partner and introduce themselves in 20 words or less by addressing the following points: name, where you are from, what you are passionate about, and what your business or business idea is.
- Ask participants to switch partners after one minute. Repeat this three or four times.
- After several introductions, attendees should have a good idea of who their fellow participants are, even if they have not been introduced to everyone.

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### Watch Lesson One: [Developing a Business Model](#) (5 minutes)

#### Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- Talk about an idea for a product or service and how you could test that idea using the lean startup methodology.
- Share the story of your product or service. Ask group members for feedback on your pitch.



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## **Watch Lesson Two: Creating a Business Plan (5 Minutes)**

### **Group Discussion (10 minutes)**

Invite participants to reflect on the video before answering the following questions:

- What are some of the challenges you face in starting a business? How can a business plan help you in developing your business idea?
- The video outlined the key elements of a business plan. Identify them and discuss how they apply to your entrepreneurial ideas.

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## **Watch Lesson Three: Identifying Your Markets (5 Minutes)**

### **Group Discussion (10 minutes)**

Invite participants to reflect on the video before answering the following questions:

- Looking at your community, identify the key groups of consumers and your assumptions about their income levels and buying habits. What trends do you see? What products or services have you observed that are missing or inadequate? Is there an opportunity there?
- Discuss how you can perform market research in your community. What information will you need to collect? Identify the optimal methods for collecting market data.
- Think about what role you find most interesting as an entrepreneur. Identify the skills you bring to that task. What other jobs/roles would need to be filled to launch your idea?

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## **Watch Lesson Four: Pitching Your Business Ideas for Investment (5 Minutes)**

### **Group Discussion (10 minutes)**

Invite participants to reflect on the video before answering the following questions:

- Thinking about your business idea, who are the people or organizations that may be natural investors for your product or service? How will you demonstrate the value of your product to potential investors?
- In building your company, who are your partners, if any, and what value do they bring to a potential investor? Who on your team can answer detailed financial questions? Who can answer detailed questions about the product or service?

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## **Wrapup (5 minutes)**

- Thank participants for attending and briefly restate the importance of understanding the critical aspects of entrepreneurship.
- Encourage participants to sign up for the YALI Network at [yali.state.gov](http://yali.state.gov).

