

Growing Your Creative Enterprise

COURSE SUMMARY

- In this course, you will explore various strategies that enable you as an established entrepreneur to grow, run a successful business and scale up using fewer resources.
- You will engage with some handy strategy tools like a SWOT and PEST analysis which explore opportunities and threats within your internal and external environment as well as identify your business's Unique Selling Point and how this differentiates you from your competitors.
- At the end of this course, you should have a better understanding of how to set yourself apart from your competitors, how to clearly define and understand your company's culture and how to approach problem-solving to make optimal decisions.

LESSON 2 - 4

- Five (5) things investors look for are your: business viability, revenue model, team, market, and legal documentation.
- According to Dave Bailey, an influential story has three sections: the setup, the struggle, and the solution.

LESSON 5 - 7

- To develop a compelling pitch, you need to: understand your goals, explain what you do, communicate your USP, try asking a question, put it all together and practice.

LESSON 8 - 10

- The criteria is to grab the problem, the solution, the opportunity, and the competitive advantage the business.



Promoting and pitching your business 7

