



Challenger Business Program: Your Guide to Business Plans and Goals

Our business program is specifically designed for those starting their own business. Our specially trained coaches work with you one-on-one to help you determine if self-employment is right for you. You will be assisted in learning all the responsibilities and factors that are involved in self-employment. We advise you on how to plan financially to effectively buttress life or career goals. We find that many people find themselves at a critical crossroad and in need of guidance as to whether self-employment is a viable and productive option.

Overview of the Program



The program is divided into several segments. It starts with a group of business related questions which are followed by several writing exercises. Next, we will discuss and work through the comprehensive Business Plan, which is the heart of the program.

We will talk about various options for business formation, professional expertise, sources of financing, including equity ownership, venture capital and LBOs, as well as sources of assistance, risk management and insurance. Other parts cover the option of buying a business, franchising and starting a consulting business.

The program focuses on your business related plans and goals. The material and discussion are designed to assist you in making sound business decisions and to effectively use and present your Business Plan.

What is covered?

The Business Plan - Our program guides and assists you in writing your business plan, including everything from the description of the business to operational plans.

Sources of Finance - Where is funding going to come from? You? Customers? Investors? We help you think through potential financial sources.

Marketing and Public Relations – From brochures to presenting at conventions.

Additional Expertise- Who can help you, from lawyers to accountants.

Buying a Business, Leveraged Buy Outs, Start Ups – Advantages and disadvantages for each.

Business Organizations, Sources of Assistance, Insurances, Customer Service – Resources of who can help.

Setting Up Your Business – Steps for a successful business.

Franchising – Resources for those who want to buy a franchise.