

# ENTREPRENEUR 101

Entrepreneur 101: Foundations of  
Building & Scaling a Startup

# | PROGRAM OVERVIEW

*Entrepreneur 101 is a hands-on, practice-based course designed to equip new founders and early-stage entrepreneurs with the core skills, tools, and leadership mindset needed to successfully launch and grow a business. Over 6 weeks, students will move from concept to launch-ready plan—developing a full business plan, P&L forecast, marketing strategy, sales process, and pitch deck. This course blends practical business education with leadership principles drawn from Buffalo Leadership Academy’s coaching methodology, emphasizing ownership, accountability, innovation, resilience, and ethical decision-making.*



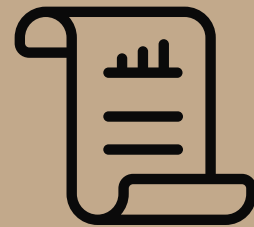
# WHAT TO EXPECT

Here's a bit more detail into the course and what to expect.

**Cost:** \$1,999

**6-Weeks:** Live but Online

**Opportunities for Networking**



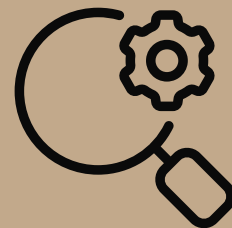
## A comprehensive curriculum that will build your business in realtime

From business cards to business plans to business pitch. We will build these together.



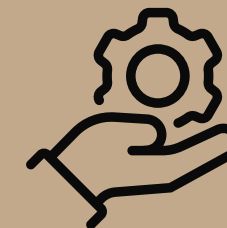
## Live Training with World-Class Instructors

Our faculty have built, scaled, sold, and become industry experts in their fields. They will show you how to build a business because they know how.



## We will use and show you how to use AI.

If you aren't using AI in your business, then you will be behind. We'll teach you how to use AI efficiently and effectively in your business.

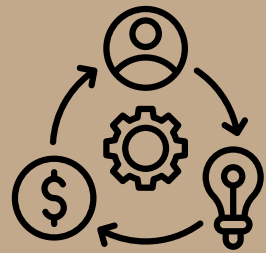


## Building a Community of Like-Minded and Motivated Partners

Graduates will remain connected through our partner programs and through other events. Building a business is tough. It's even harder if you try and go it alone.

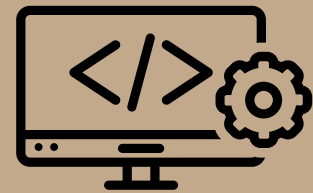
# WHAT'S IN IT FOR ME

## “WIIFM”



### Business Plan Development

All graduates will leave with a fully vetted and actionable business plan. These will be built in-class and assigned as homework.



### Market Research Development

You have to know your market and competition. We will develop an industry specific market research portfolio that will drive your business to new heights.



### Marketing and Sales Plans

We will walk through the MEDDPIC framework for sales and marketing. Sales and marketing are the core of any successful business.



### Lasting Community

As a graduate of the Buffalo Leadership Academy, you will have access to discounts on events, programs, and follow on courses.



# HERE'S WHY BUSINESSES FAIL

- **No market need:** Startups fail because they create a product or service that customers don't want or need.
- **Ran out of cash:** Poor financial management and spending are major contributors to failure.
- **Not the right team:** A lack of the right skills, experience, or a dysfunctional team can lead to failure.
- **Competition:** Failing to stand out from or compete with existing businesses is a key reason for failure.
- **Pricing/Cost issues:** Problems with setting the right price point or managing costs can sink a startup.
- **Poor product:** Issues with the quality or functionality of the product itself can lead to failure.
- **Ignored customers:** Failing to listen to or respond to customer feedback is a common pitfall.
- **Poor sales and marketing:** A lack of effective sales strategies and marketing plans can prevent a startup from reaching its target audience.

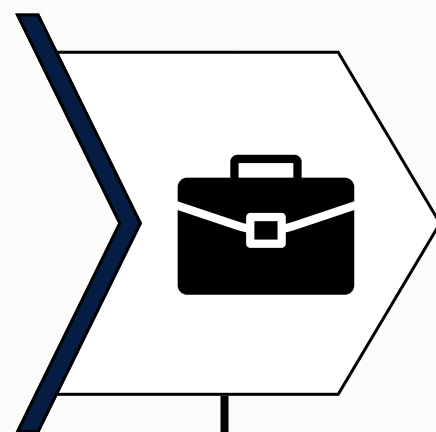
# HERE'S HOW WE ADDRESS THESE

- **No market need:** We will get hands on in market research ensuring that what you are building is needed
- **Ran out of cash:** You live and die by your Profit and Loss Statement (P&L). We'll set you up with a P&L template that you can use today to start tracking your finances accurately.
- **Not the right team:** It's not just the team you hire that counts. Networking is going to be what gets you to the next level. We will give you the opportunities and knowledge of how to maximize these events.
- **Competition:** Understanding your competition is key. We'll dive into this as a part of the market research project that is due at the end of the class.
- **Pricing/Cost issues:** You know the value of your product or service. But what we will figure out is what someone is willing to pay for it.
- **Poor sales and marketing:** You will be proficient in a sales and marketing framework that is used by the top companies across the globe (MEDDPICC).



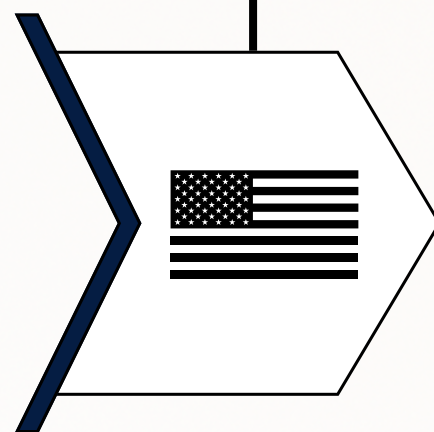
# WHY US?

Here are just a few things that makes us different



- **Over 70 years of actual business building /entrepreneurial experience**

Our team doesn't just teach it, we do it. We've worked in, with, and through Fortune 100 companies and built 7 and 8 figure businesses.



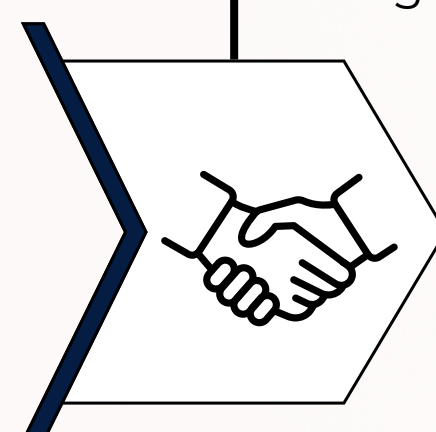
- **Military Veteran Owned & Operated**

Our facilitation team has over 40 years of military leadership experience. Our programs are fully funded by the G.I. Bill and VR&E.



- **State of the Art Facilities**

We offer in-person (Colorado only), hybrid, and fully online courses as well as asynchronous and synchronous offers.



- **Our Network is Your Network**

With our experience comes a network of thousands. The BLA community will become your community and we will get together often.

# CONCLUSION

## Program Structure

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- **6-weeks**
  - 7 weeks of 3.5 hours a week live but online
  - 1 full day of certification/final pitch and graduation
  - Program Cost: \$1,999
- **Books:**
  - Through the Storm: The Path to Becoming a Resilient Leader
  - Hybrid: How to Successfully Lead On-site and Remote Teams
- **Guest Speakers**

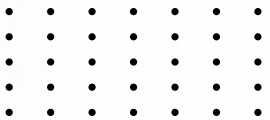


## What You Get

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- **Co-developed Business Plan:** Personally Developed for your business
- **Evaluated and impactful sales pitch:** Recorded and critiqued
- **Marketing and sales go-to-market plan: Personally** Developed for your industry
- **Website Development**
- **In-depth knowledge of how to use AI in your business**





# OUR ENTREPRENEUR 101 TEAM, “THE HERD”



*“If you want ot go fast, go alone, if you want to go far, go together”*

**African Proverb**



**Dr. Travis Hearne**

- Doctor of Education in Organizational Change and Leadership
- CEO and Founder of the Buffalo Leadership Academy and Titanium Consulting Group
- Marine Corps Combat Veteran



**Steve Young, MBA**

- Founder of several 7+ figure businesses
- Master of Business Administration
- 20+ Years of Consulting and fractional C-Suite experience
- United States Air Force Veteran

# THANK YOU



## Website

[Buffalo Leadership Academy.](#)



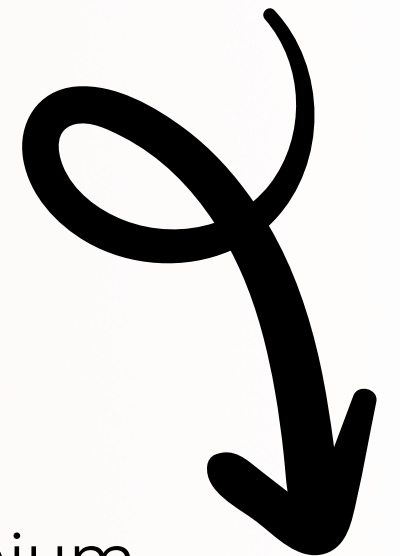
## Email

[thearne@mytitaniumlc.com](mailto:thearne@mytitaniumlc.com)



## Social Media

[www.linkedin.com/company/titanium-consulting-group-1](https://www.linkedin.com/company/titanium-consulting-group-1)



 **BUFFALO  
LEADERSHIP ACADEMY**

Let's Thrive Together

