



# THE DREAM CENTER

205 W. 119th Street | Right Side New York, NY 10026 [www.dreamcenterharlem.org](http://www.dreamcenterharlem.org)

A TRANSFORMATIVE SPACE DESIGNED TO AWAKEN DREAMS

## THE COMPLETE (& EASY) BUSINESS PLAN WRITING COURSE CONDENSED SYLLABUS SPRING 2023

**Instructor:** Tamara Francois

Tamara Francois is a passionate leader and entrepreneur. As the co-founder & CEO of The XP Agency, Tamara's astute business acumen delivered an impressive 500% return after the first six months of operation for her start-up experiential marketing agency.

Tamara's experience in business development, client engagement, budgeting, operations, and high-performing team development creates an environment of continuous learning for her XP Agency team. She has worked with such clients as Coca-Cola, Verizon, Chevrolet, Royal Caribbean, and Pernod Ricard.

Tamara has earned a host of awards and recognition for her work including recently being included on the Forbes Next 1000 list, which honors the upstart entrepreneurs who are redefining the American Dream. In her spare time, Tamara coaches and teaches young entrepreneurs.

### **Class Description: Learn how to write and finally complete your business plan once and for all!**

Every successful business has a lot of effective planning behind it. Whether launching a completely new business or a relaunching an existing one, a comprehensive business plan — a crucial yet often overlooked document — can save you from making costly mistakes that deplete your time, energy and resources. We will take the confusion out of business plan writing by breaking it down into simple steps. By the end of this class, you will have a completed business plan and completed financials.

Small business entrepreneurs mostly work “in” the business. This seven-week class time will allow small business entrepreneurs to focus “on” the business. This class incorporates in class writing assignments and homework assignments (reading articles and listening to pertinent interviews with fellow business owners).

Access to the internet, a computer and/or mobile device is required.

### **Dates:**

Class meets **on THURSDAYS** at The Dream Center

MARCH 23 | 6:30 - 8PM ET

MARCH 30 | 6:30 - 8PM ET

APRIL 6 | 6:30 - 8PM ET

APRIL 13 | 6:30 - 8PM ET

APRIL 20 | 6:30 - 8PM ET

APRIL 27 | 6:30 - 8PM ET

MAY 4 | 6:30 - 8PM ET

MAY 11 | 6:30 - 8PM ET

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## Materials you will need:

- Laptop. The class is designed for a lot of in-class writing. (The Dream Center does have a few that can be used in the building during the class time.)
- Internet or a mobile device
- Liveplan.com subscription (Provided for the duration of the class by The Dream Center)
- WhatsApp

## Prior to the first class:

- Complete Pre-Class questionnaire (this is included in the application on Eventbrite)
- Listen:
  - How I Built This – Zumba (42 minutes)
    - <https://www.npr.org/2017/12/04/567747778/zumba-beto-perez-alberto-perlman>
  - How I Built This – BET (42 minutes)
    - <https://www.npr.org/2017/12/14/570526158/live-episode-black-entertainment-television-robert-johnson>
  - Ted Talk: Brene Brown, The Power of Vulnerability (20 minutes)
    - [https://www.ted.com/talks/brene\\_brown\\_the\\_power\\_of\\_vulnerability](https://www.ted.com/talks/brene_brown_the_power_of_vulnerability)

**This following is a condensed and edited version of the syllabus. Participants will receive the complete syllabus in class.**

## Week 1

### Discussion:

Introductions (Class attendees)

### The purpose and importance of a Business Plan

**In-class writing assignment:** Business Description

**Homework:** Introduce yourself on WhatsApp Group: Name, Company, Website, Facebook handle, Instagram handle, TikTok handle

## Week 2

**Review homework assignment**

**Discussion: To Be Announced**

**In-class writing assignment: TBA**

**Homework: TBA**

**Read: TBA**

**Watch: TBA**

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## **Week 3**

Review homework assignment  
Discussion: TBA  
In-class writing assignment: TBA  
Homework: TBA  
Listen: TBA

## **Week 4**

Review homework assignment  
Discussion: TBA  
In-class writing assignment: TBA

## **Week 5**

Review homework assignment  
Discussion: TBA  
Homework: TBA

## **Week 6**

Review homework assignment  
Discussion: TBA  
In-class writing assignment: TBA  
Homework: TBA

## **Week 7**

Review homework assignment  
Discussion: TBA  
In-class writing assignment: TBA  
Homework: TBA

## **Week 8**

Review homework assignment  
Discussion: TBA  
Listen: TBA

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