



Welcome to  
***“The Art of Winning in Business!”*** Boot Camp  
brought to you by the Texas Center for Rural Entrepreneurship

***“Performance is the achievement of expected outcomes obtained through planning.”***

What makes this intensive workshop different from the many other boot camps offered by public institutions and private consultants? Most of them focus on new business issues. We focus on positioning your business for planned growth. We do this with dynamic, customized, interactive working sessions that will set a course for future growth and success. You will leave with tools and processes that will be with you and your business venture forever. Your Boot Camp experience will be customized to the needs of your company and management team based on initial feedback and preliminary information submitted prior to the session, questions and issues you bring with you and whatever comes up during our gathering. Discussions very likely will include remediation, intensive business planning, strategies development, team building, planning for capitalization, elevator pitch preparation, and many other topics specific to your business.

At the outset of the workshop everyone will agree to terms in a “Contract for Excellence”. Throughout the course of addressing several key issues, your management team can expect considerable take-a-ways from each session. At the conclusion of your Boot Camp experience there will be a graduation ceremony and everyone will agree to a “Commitment to Excellence.”

### **Expected Outcomes**

Outcomes expected to result from our work together include (but are not limited to):

1. Consensus about the future resources that will be necessary for your business to succeed over the next 18-24 months;
2. Final version of the Business Assessment Matrix (BAM) that reflects the current status of your business and where further remediation may be required;
3. Refined draft of your business plan to reflect applicable changes and information gained throughout the workshop;
4. Introductory version of an elevator pitch or presentation appropriate for potential funding sources;
5. Growth strategies consistent with the goals of owners;
6. Operations, marketing and financial plans that include short and long term actions to be accomplished;
7. Better understanding of the current status of your management team and what might be done to increase their effectiveness;
8. Areas where your business might be vulnerable and some contingency plans to deal with these challenges and other unexpected risks.

## **“Goals are dreams with a timeline”**

### **“Getting Ready for the Race”**

***The following items should be submitted at least 30 days prior to the workshop so coordinators can design the most meaningful efficient workshop possible for your business and team.*** This will allow the Boot Camp leadership team to better prepare to work with you and your management team and to acquire resources and additional experts for a successful workshop.

#### **Business Profile and Short Responses**

Please complete the a business profile that asks for information about your business, management team and other items that will help us all focus on specific issues for your workshop. We will build on your strengths and remediate your weaknesses. We want to identify where you and your business are vulnerable, suggest prescriptions that will cure some of your ills and help you prepare contingency plans for foreseen and unforeseen challenges.

#### **Business Assessment Matrix (BAM)**

The Business Assessment Matrix (BAM) is a one of a kind new tool that dissects the business concept and organization into its critical elements for analysis and discussion. Each member of your management team should prepare their own individual BAM, a copy of which should be submitted by email to us and also brought to the workshop. Each of the workshop faculty will complete their own BAM using your draft Business Plan. Comparison of all BAM scores in the early stages of the workshop will help guide discussions, will illustrate the areas that needing attention and will result in a composite BAM that will be the basis for future analyses.

BAM is a process that you will not only learn how to implement, but will be something you will continue to use on a regular basis to improve your business. Your initial analysis will serve as a baseline for decisions that lead to company improvement by helping you set standards of performance.

#### **Draft Business Plan**

We do not expect you to bring a polished business plan or elevator pitch. However, it is critical that you assemble the main components of a complete plan so you will have something to work on before and during the workshop. Each member of the Boot Camp leadership team will use your plan to prepare a BAM for your business. We also will use your plan to prepare a customized agenda for a one-of-a-kind boot camp experience. Regardless of the format or form in which you wish to share your information, it needs to represent as much as possible the latest thinking of your management team as well as the current status of your business.

We will work with you on getting a draft plan prepared for submission once you have committed to a workshop. You may find the business plan topics suggested by Guy Kawasaki (***see attached***). For some, this will serve as a good starting point or a reminder on things that might be missing from your current information. Other relevant resources are available online and in the TCRE library.

## Available Resources

BEST SELLERS – You can expect these two books to be referenced several times during the workshop and we have copies available for review.

- [Art of the Start](#) by Guy Kawasaki
- [Smartups \(street-smart startups\)](#) by Rob Ryan

CURRICULUM – All participants will receive a *complimentary* copy of entrepreneurship curricula following registration. It will contain resources for use during the workshop and will be especially useful in continuing to grow your business.

WIRELESS INTERNET – Even though you will find yourself in a remote locale, the Bunkhouse has high speed wireless so you are encouraged to bring your laptops...there will be a couple of laptops available for shared use throughout the workshop.

OTHER RESOURCES – TCRE has a small library of entrepreneur support materials that will be available for your use during the workshop.

## Readings

The following links are to a few short introductory articles that introduce several topics covered during the workshop. These particular readings provide team members some common understanding of concepts and terms used throughout the workshop. It also insures we maintain a balanced approach to our work on your business. Readings are not long and were chosen because they add value to our work processes. *They are not required, but are strongly suggested.*

LINKS TO READINGS (will be emailed to you in preparation for the book camp)...

- ["Ten Ways to Grow Your Business"](#) Entrepreneur Inc.
- ["Setting a Vision for Growth"](#) Business Link
- ["The Business Model"](#) QuickMBA
- ["The Five Functions of Management"](#) ManagementExcel, The Ohio State Univ.

*Faculty that will help you "hit your target" may include business and economic development experts from a number of private consulting firms and public organizations.*



***“You can expect this to be a life changing experience!”***  
**Business Planning Resource\***

**Elements of an Elevator Pitch or Business Plan**

<b>Subject</b>	<b>Content</b>	<b>Comments</b>
Title	Organization name; your name and title; and contact information	Includes brief explanation of what your company does
Problem	Describe the pain that you are alleviating. The goal is to get the listener/reader nodding and “buying in.”	Avoid looking like a solution searching for a problem. Minimize or eliminate citations of consulting studies about the future size of the market
Solution	Explain how you alleviate this pain and the meaning that you make. Ensure that the audience clearly understands what you sell and your value proposition	This is not the place for an in-depth technical explanation. Provide the gist of how you fix the pain.
Business Model	Explain how you make money; who pays you, your channels of distribution, and your gross margins	Generally, a unique, untested business model is a scary proposition. If you truly have a revolutionary business model, explain it in terms of familiar ones. This is your opportunity to drop the names of organizations that are already using your product or service.
Underlying Magic	Describe the technology, secret sauce, or magic behind your product or service	The less text and the more diagrams, schematics, and flowcharts, the better. White papers and proof of concepts are helpful here.
Marketing and Sales	Explain how you are going to reach your customer and your marketing leverage points	Convince your reader/listener that you have an effective go-to-market strategy that won't break the bank.
Competition	Provide a complete view of the competitive landscape. Too much is better than too little.	Never dismiss your competition. Everyone-customers, investors, employees-wants to hear why you are good, not why the competition is bad.
Management Team	Describe the key players of your management team, board of directors, and board of advisors, as well as your major investors	You may have holes in your team – just be willing to explain that you understand where they are and that you know how to fix them.

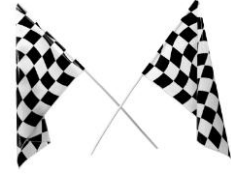
## Business Planning Resource\* .....continued

Financial Projections and Key Metrics	Provide a five-year forecast containing not only dollars but also key metrics, such as number of customers and conversion rate.	Do a bottom-up forecast. Take into account long sales cycles and seasonality. Making people understand the underlying assumptions of your forecast is as important as the numbers you have estimated.
Current Status, Accomplishments to Date, Timeline, and Use of Funds	Explain the current status of your product or service, what the near future looks like, and how you'll use the money you are trying to raise.	Share the details of your positive momentum and traction. Then close with a bias toward action.

\*adapted from The Art of the Start, by Guy Kawasaki



## “Start Your Engines”



It is important to remember that this is a very flexible fluid process with some definite targets in terms of planned accomplishments. Therefore, the following schedule and subjects represent our starting point for planning your experience. We hope to cover all topics listed in the order they are listed with the understanding things might change somewhat during the workshop.

**Day 1** Noon: arrive at the Bunkhouse to begin with a networking lunch

*Turn 1* - Contract for Excellence

*Turn 2* - Individual BAMs and a consensus BAM for evaluation

*Turn 3* - Management development & organizational structure

*Turn 4* - Planning processes

*Pit Stop 1* – Evening meal

*Turn 5* - Using the business plan and preparing a pitch (10/20/30 & Executive Summary)

**Day 2** *Turn 6* - Planning processes

*Turn 7* - Marketing Plan

*Turn 8* - Operations Plan

*Pit Stop 2* - Evening social and meal

**Day 3** *Turn 9* - Financial planning and analysis

*Final Lap* - Summary & future actions

Where you came from

What you went through

Where you are headed

Evaluation (final consensus BAM)

***Finish Line*** - Commitment to Excellence & Graduation

**Celebrate the Win - Adjourn after lunch**



**“Strive to be the 1<sup>st</sup> to the Finish Line”**



## **Accommodations, meals, travel and other details**

### **Accommodations:**

The “Bunkhouse” in Lohn, Texas includes rustic, but comfortable, accommodations with a West Texas bed and breakfast motif. Workshops are held at the Bunkhouse so you are away from the everyday grind and you can work in a serene environment without distraction. In Lohn we have your undivided attention.

The “Bunkhouse” has separate quarters for men and women. Women participants usually rate the newly remodeled redecorated room; however you will find both areas very comfortable. All business meetings will be in the bunkhouse/dining area.

All bedding and towels are provided. If you have a favorite pillow though, feel free to bring it. Of course you will need your personal toiletries’ and clothes...dress is informal and comfortable. We will try to check the weather and remind you right before your visit, but keep in mind that it can get cool in the evenings even if it is warm during the day. We are known for our refreshing breezes.

### **Meals:**

We will provide all meals, snacks and refreshments. We’ll feed you well but don’t hesitate to let us know about any special dietary needs.

### **Cell Service:**

Believe it or not we do have cell service. It works pretty well depending on your carrier. However, if you have trouble with service, we will have a local number and phone for your use.

### **Fuel and other Needs:**

Make sure you get gas in either Brownwood or Brady, depending upon which way your trip takes you. The nearest gas is 26 miles away. As far as “other needs”, if you think your going to need “it” you better buy “it” before you get to Lohn. The reason is we might not have “it” and that means a 26 mile trip to get “it.”

P.S. Bring a camera. We do have some of the most beautiful sunsets in Texas.

**“See you in the winner’s circle”**

**Directions to 639 CR 322, Lohn, Texas** – see map below or cut and paste the web address into your browser...the Bunkhouse is at the end of the little road in the middle of the square (see smiley face!)...the turn off 765 is marked with a Waldrip Bridge out sign and is 3 miles from Hwy 283 intersection...it also shows that a left turn will take you to the town of Lohn...make the right turn and look for the Ellis Farms gate on your left, about 1.3 miles off Ranch Road 765...if you reach the bridge over the Colorado River you have gone too far! If you need help, call Quincy at 325.647.8441 cell

## **Registration fees**

The workshop is designed to strengthen and refine your management team so the all inclusive registration fee for a single company workshop is \$4,995. This includes all accommodations, meals, resources and faculty time for a team of up to six members...cost for additional participants is \$500 each.

## **Questions, concerns and further information**

Here is the contact information for the individuals providing leadership to your More than a Boot Camp experience. Other specialists will be brought in as the agenda and business needs dictate. You can provide Quincy's phone number as emergency contact number if your cell phone does not have reliable service once you arrive.

Greg Clary  
Economist, Texas AgriLife Extension Service  
Chairman, Texas Center for Rural Entrepreneurship  
[gclary@ag.tamu.edu](mailto:gclary@ag.tamu.edu)  
903.714.0232 cell

Quincy Ellis  
Principle, Community and Capital Solutions, LLC  
[quincy@bizz.com](mailto:quincy@bizz.com)  
325.647.8441 cell



These photos will give you an idea of your accommodations.



Enjoy the sunrises and sunsets from the front porch... "bunkhouse" sounds rustic, but we have all the



comforts of home...the new addition is very comfortable; allowing for teams with both men and women.