



Intel E-Basics Student Version

Participant Handbook

Exercise I - Module 1: Pre Training Evaluation

Assessment Parameters	Strongly Agree	Agree	Disagree	Strongly Disagree	Cannot Say/ Not Applicable
I have an understanding regarding the process of initiating, developing and running a business					
I want to use the skills I develop as a result of this training, to initiate/further develop, a real business venture					
Becoming an entrepreneur is a viable career choice					
Technology can play an important role in strengthening and enhancing business operations					
This training will be useful in helping me to initiate, develop and run my business venture/ strengthen my existing business model					
* All participants keen to obtain a course completion certificate, need to necessarily fill the pre and post evaluation forms contained in the Participant Handbook.					

Exercise II – Module3: Identifying Business Ideas

My Business Ideas (you need to identify a minimum of 2 and maximum of 4 business ideas)	
Business Idea 1:	
Business Idea 2:	
Business Idea 3:	
Business Idea 4:	

Exercise III – Module 3: Selected Business Idea
(post Ranking Exercise)

Provide a short description of the business.
Why do you think this is a good idea for a business?
What attracted you to choose this business?
What are the advantages of setting up this business?

Exercise IV – Module 4: Market Survey and Strategy

Market Survey Strategy: *(to whom, when, where & how would the survey be administered)*

Survey Questions: *Survey should include both Open-ended and Closed-ended questions*

Q1	
Q2	
Q3	
Q4	
Q5	
Q6	
Q7	
Q8	
Q9	

Q10	
Q11	
Q12	
Q13	
Q14	
Q15	



Exercise V – Module 4: Summary of your Market Research

1. Who are the customers for your product or service?
2. Why will customers buy the product/service?
3. Where can they currently buy the product/service?
4. Why will they buy from you rather than from someone else?
5. How will you sell, distribute, and promote your product/service?

Exercise VI – Module 5: Business Plan

About You		
1	Your name:	
2	Personal address:	
3	Phone number:	Email:
About the Business		
4	Business name:	
5	Trading name (if different):	
6	Business address:	
7	Phone number:	Website (if live):
8	Business registration number (if registered):	
Concept		
9	Describe your product(s) or service(s)	

10	Who are owners of the business?	
a	Name:	
	Role:	
	Experience:	
	Qualifications:	
b	Name:	
	Role:	
	Experience:	
	Qualifications:	
c	Name:	
	Role:	
	Experience:	
	Qualifications:	
11	Who are your business advisors (for example, accountant, bank manager, solicitor, business mentor)?	
a&b	Advisor 1 Name:	Advisor 2 Name:

	Role:		Role:	
	Phone:		Phone:	
	Email:		Email:	
	Address:		Address:	
c&d	Advisor 3 Name:		Advisor 4 Name:	
	Role:		Role:	
	Phone:		Phone:	
	Email:		Email:	
	Address:		Address:	
Customers				
12	Who are your target customers?			
13	Where are your target customers located?			
14	Why will they buy your product/service? Discuss their needs and wants.			
	Where do they currently buy this product/service?			

15	
16	When and how often will they buy it?
17	How much will they pay for it?
18	What research have you undertaken to verify this information?
Competitors	
19	Who are your main competitors?
20	What is your main competitive advantage (i.e., why would people buy from you instead)?
Capital	
21	How much money will you need to start the business?
22	How do you expect to fund your start-up costs?
	What price will your product/service sell for?

23	
24	<div>When do you expect to break even (break-even point)?</div> <div></div>
25	<div>How much do you expect to sell?</div> <div> <div>Year 1:</div> <div></div> <div>Year 2:</div> <div></div> <div>Year 3:</div> <div></div> </div>
26	<div>How much profit/loss do you expect to make in years 1, 2 and 3?</div> <div> <div>Year 1:</div> <div></div> <div>Year 2:</div> <div></div> <div>Year 3:</div> <div></div> </div>

Exercise VII – Module 5: Competitor Analysis Worksheet

Competitor 1:	
Company Name:	
Website:	<div>Competitor type:</div> <div> <div>Direct:</div> <div><input type="checkbox"/></div> <div>Indirect:</div> <div><input type="checkbox"/></div> </div>
Owned by:	Trading since:
Location(s):	Area(s) serviced (if different):
Product or service summary:	
Customers (Businesses? Individuals? Any particular demographics?):	
Prices	
Strengths	

Weaknesses
My competitive advantage (i.e., what I can do better):

Competitor 2:	
Company Name:	
Website:	Competitor type: Direct: <input type="checkbox"/> Indirect: <input type="checkbox"/>
Owned by:	Trading since:
Location(s):	Area(s) serviced (if different):
Product or service summary:	
Customers (Businesses? Individuals? Any particular demographics?):	
Prices	
Strengths	
Weaknesses	

My competitive advantage (i.e., what I can do better):

Competitor 3:	
Company Name:	
Website:	Competitor type: Direct: <input type="checkbox"/> Indirect: <input type="checkbox"/>
Owned by:	Trading since:
Location(s):	Area(s) serviced (if different):
Product or service summary:	
Customers (Businesses? Individuals? Any particular demographics?):	
Prices	
Strengths	
Weaknesses	
My competitive advantage (i.e., what I can do better):	

Competitor 4:	
Company Name:	
Website:	Competitor type: Direct: <input type="checkbox"/> Indirect: <input type="checkbox"/>
Owned by:	Trading since:
Location(s):	Area(s) serviced (if different):
Product or service summary:	
Customers (Businesses? Individuals? Any particular demographics?):	
Prices	
Strengths	
Weaknesses	
My competitive advantage (i.e., what I can do better):	

Exercise VIII – Module 5: SWOT Analysis of my Business

HELPFUL (in achieving objectives)	Strengths	HARMFUL (can hinder achievement of objectives)	Weaknesses
	Opportunities		Threats

Exercise IX – Module 5: Pitching your Business Plan

Rules of Engagement for your Pitch

- You must complete the pitch without any notes or slides.
- Keep it to a maximum of 3 minutes. Remember, you're in the elevator. Time yourself.

Content and Structure

- Introduce yourself and your company, as you would in a real-life situation where you haven't met somebody previously.
- Cover the 4c's: concept, customers, competitors, and capital.
- Assume that the people that are listening to you know nothing about your business. Don't use jargon or terms specific to your industry or business.

General Tips

- Remember the importance of body language (accounts for 55% of the message, compared with what you say (7%) and how you sound (38%)).
- Smile, make appropriate eye contact, and speak clearly and naturally.
- Practice makes perfect! Have a friend or family member listen to your pitch and give you constructive criticism. Remember, your granny should be able to grasp what you do for a living.
- Know the figures and assumptions behind your sales figures, profit/loss and break-even point, and prices. Be able to justify your numbers!
- Relax! You've put in the hard work. Be proud of your business idea.

In the Real World

- Always tailor your pitch for the audience. Your bank manager is going to want to know your personal background, your business's and possibly your personal financial information, your future plans for your business. For a networking event or a casual meeting, you should only mention general information about what your business does, where you're located and how to contact you.
- Don't give any sensitive information, such as financial information, who your customers are and how you get business.

Business Plan Pitch

My Business Plan Pitch

Exercise X – Module 6: Capital Required for My Business

Category	Item	Fixed cost/ Variable cost?	Cost
Equipment			

Materials			
Packaging			
Transport			
Marketing			
Insurance			
Wages/Salaries			

Utilities (electricity/heat/ water/waste, etc.)			
Other costs			

Exercise XI – Module9: Determining the Daily, Weekly and Monthly Production Requirements for my own Business

Product/Service	Requirement per day	Requirement per week	Requirement per month
Total			

Exercise XII – Module 9: Production Activity Spreadsheet

Activity	Labour Hours Per W	Labour Hours Per Da	Resource Name
Total Labour Hours			

Exercise XIII – Module 9: Calculating Resource Availability for your Business

Name	Role	Total hours per week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		Totals							

Exercise XIV – Module 10: My Marketing Plan

PEOPLE:
PRODUCT:
PRICE:
PLACE:
PROMOTION:
PROCESS:



Exercise XV – Module 11: Cash Flow Forecast for my

Business:

Modify the list of headings shown under Cash In and Cash Out until they reflect the typical sources of income and expenditure for your business

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cash In												
Sales												
Capital												
TOTAL												
Cash Out												
Premises												
Equipment												
Materials												
Other expenses												
TOTAL												
Net Flow												
Start of month												
End of Month												

Exercise XVI – Module 12: Cash Book

Credit							Debit						
Date	Details	Check Number	Cash	Bank	Comment	Tax	Date	Details	Receipt Number	Cash	Bank	Comment	Tax

Exercise XVII – Module 12: Sales Book

Invoice No.	Date	Customer	Sales	Tax	Total

Exercise XVIII – Module 12: Sales Returns Book

Credit Note No.	Date	Customer	Sales Returns	Tax	Total	Comments

Exercise XIX – Module 12: Purchase Book

Invoice No.	Date	Supplier	Purchases	Tax	Total

Exercise XX – Module 12: Purchase Returns Book

Credit Note No.	Date	Supplier	Purchase Returns	Tax	Total	Comments

Exercise XXI – Module 15: Revised Business Plan Pitch

Revised Business Plan Pitch



Exercise XXII – Module 15: Post Training Evaluation

Intel E-Basics Student Version
Post Training Participant Feedback and Evaluation Form

1. Name: _____
2. Contact Details: **(Optional)**:

(If you ask a question needing a response or are keen to receive the course completion certificate, please include contact details, preferably email address)

Please place a check or “X” in the box that best reflects your answer to each question below:

Did the training meet its objectives?	Did Not Meet Expectations	Met Expectations	Exceeded Expectations	Not Applicable
Develop the skills to identify/validate a good business idea				
Acquire the knowledge and develop the skills needed to start/develop a business				

Learn/enhance understanding regarding how to run each area of your business				
Develop/enhance the competence and skills to manage the day-to-day running of your business				
Developed the interest, skills, competence and confidence to set up/further develop an actual business venture.				

Overall Course Evaluation

Course Design	Did Not Meet Expectations	Met Expectations	Exceeded Expectations	Not Applicable
Difficulty of course:				
Pace of course:				
Length of course:				
Content covered in course:				
Time allocated for Modules:				
Content Presentation				
Organization/logical order of content:				
Quality of course slides:				

Relevance of the course content and activities:				
Quality of exercises:				
Ability to relate course material to real job tasks:				
Clarity of presentations/explanations:				
Overall assessment of learning experience:				

Application of Training:

Assessment Parameters	Strongly Agree	Agree	Disagree	Strongly Disagree	Cannot Say/Not Applicable
I have an understanding regarding the process of initiating, developing and running a business					
I want to use the skills I develop as a result of this training, to initiate/further develop, a real business venture					
Becoming an entrepreneur is a viable career choice					
Technology can play an important role in strengthening and enhancing business operations					
This training will be useful in helping me to initiate, develop and run my					

business venture/strengthen my existing business model					
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What did you like the most about this training?

Would you like to suggest any improvements to this training?

Any other comments, feedback or questions?

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