

How to Start an Enterprise



BERRYENTERPRISES

Berry College Student Enterprises, LLC

How to Start an Enterprise

Step 1

- Smart student entrepreneur comes up with brilliant business idea (or at least a good idea).
- “ I want to make cupcakes and sell them on campus.”
- “ I am interested in starting a car wash on campus.”
- “ I want to make healthy smoothies to sell in the Cage.”

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Step 2

- Smart student entrepreneur meets with Berry Enterprise Support Team Director.
- Smart student entrepreneur pitches business idea.

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Step 3

- Support Team Student Director discusses with smart student entrepreneur all aspects of the potential business idea.
- Support Team Director and Startup Director along with the Dean of Student Work and Enterprise Coordinator analyze and determine viability.
- **Thumbs up means go to the next step.**
- **Congratulations you have passed through Gate 1!**

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Step 4

- Student entrepreneur builds a business plan and creates a Proforma.
- Berry Enterprise Support Startup Specialist assists with creation of plan and Proforma.
- A staff or Faculty co-manager is selected.
- Coordinator of Student Enterprises notifies Dean of Student Work and all campus partners that research on a new enterprise idea is underway.

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Step 4

- On-campus partners as needed are involved and asked for guidance and direction as the business plan is created.
- Written guidance and/or approval are obtained from in-house legal counsel, PR office, Campbell School of Business, Aramark, Business office, etc. and any other organization on campus that may be impacted or involved.

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Step 4

- Business Plan and Proforma are completed and presented to the Berry Enterprise Support Team
- They vote to approve moving to next step or not.
- Dean of Student Work gives a thumbs up if approved.
- **Congratulations you have passed through Gate 2!**

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Step 5

- Upon approval by the Berry Enterprise Support Team, Dean of Student Work will call a meeting of the Governance Committee.
- Student entrepreneur and Support Team members will present concept and plan to governance committee for approval.
- Executive Governance Committee will give a “go or no go”
- **Congratulations you have passed through Gate 3!**

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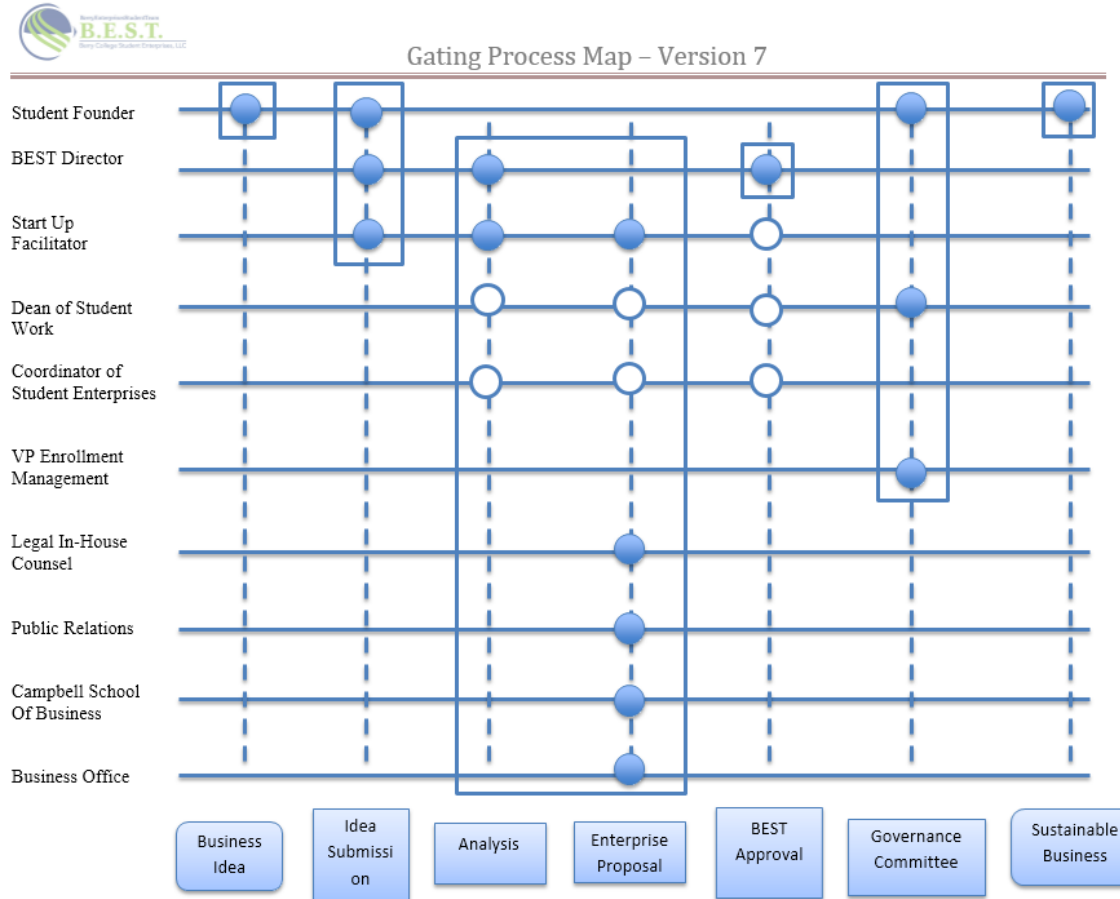
Step 6

**Business idea becomes an
enterprise!!**

(or not)

(Support team helps with the setup of a sustainable business)

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For the Governance Committee you will need:

- Concept page and executive summary
- Business Plan (use template provided by support team)
- Proforma (in Excel of course)
- Product samples if you are creating a product

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- Interested in starting an Enterprise?
 - Email rholt@berry.edu

