

BEHAVIORAL PHYSIOLOGY INSTITUTE
presents

The CapnoLearning Business Workshop

Learn how to start a business offering breathing learning services.
Learn about setting up your business, marketing, and sales.
Write your own business plan.

Two-day 15-hour workshop (also part of Business-in-a-Box)
1942 Broadway, Boulder, Colorado

TABLE OF CONTENTS

- Company Identity
- Company Infrastructure
- Setting up the business
 - Vision
- Players and Partners
 - Problem / Market
- Solution / Product and Services
 - The Catalog
 - Competition
 - Marketing
 - Sales
 - Advertising
 - Website Tools
- Intellectual Assets and Company Value
 - Financials
 - Business Plan
- Business Practicum

DATES FOR 2008

- Jan 7-8 Feb 18-19 Mar 31-April 1 May 12-13 June 23-24
 July 28-29 Aug 25-26 Oct 6-7 Nov 10-11 Dec 15-16

Restricted to 8 participants per workshop

FEE: \$1,000.00

Call 303.552.2200. Email s.reamer@bp.edu