Entrepreneurs and small business owners are innovators who lead our country’s economy.
How can we help ensure their success?
Building Entrepreneurial Communities of Opportunity

OPERATION
JUMP
START
What Is It?

An award-winning microenterprise development program that partners with organizations like yours to assist aspiring entrepreneurs.
How Did It All Begin?

Teams of innovative facilitators, coaches and mentors from right here at Southeast Missouri State University accepted the challenge of helping to develop an entrepreneurial community of opportunity.
Key Players

Supported by agencies like the Delta Regional Authority (DRA) and the U.S. Small Business Administration (SBA), the Operation JumpStart Team chose a curriculum originally branded as the First Step FastTrac program from the Kauffman Foundation.
How Does It Work?

OJS helps aspiring entrepreneurs to identify if there truly is an opportunity or market gap, and whether their business idea is even feasible long before actually even opening their doors.
What’s Happening Now?

Facilitated Classroom Instruction
What’s Coming Next?

Interactive Online Curriculum
New Online Resources Are Ready

...to help entrepreneurs better test the feasibility of their business ideas and plans to launch new ventures.

...let's take a look
Learning Management System

Operation JumpStart has incorporated an LMS that can be completely customized to the needs of the entrepreneurs.
Modern Interface

Unlike many complicated online learning tools, the OJS program is offered in an environment that will be as familiar as clicking a button.
Designed for Humans

The intuitive design pays attention to how people work, allowing our entrepreneurs the ability to move through their online training easily.
Operation JumpStart Online will include curriculum that incorporates...

**Interactive Questions**

Think about the Following

Is the industry overview supported by facts?

Do these facts seem to be from legitimate, respected sources?

Are the conclusions drawn from the facts specific and logical?

How would a potential lender use these facts in making a decision about whether or not to lend you money?
Interactive Answers

Cost of Product/Service Case Study

Every time The Man sold something from his store, there was a cost associated with that sale.

On average, each $5 sale cost him $2 in direct product costs.

- $5.00 Total Sale
- $2.00 Cost of Product
- $2.85 Operating Expenses
- $0.15 Profit

Operating Expenses $2.85
Cost of Product $2.00
5 Factors to Motivate Customers

How important is price to your customer? Your customer may be motivated if they believe the product or service will save them (or even make them) money.
Animations to engage learners
Including our case studies from The Man and the Dream
Interactive Quizzes

Considering Competition

How were the Man’s products and services different from his competition?

How did he find out about his competition?
Using Simple Drag and Drop

Indirect Competition

Drag and match each business on the right to its Indirect Competitor on the left.

- Summer Camp
- Public Transportation
- Donut Shops
- Homeowners
- Bagel Shops
- Child Care Providers
- Auto Dealers
- Lawn Care Service
Or Matching
Even Practice Completing Financial Forms

Product Pricing

Let's use our Case Study from The Man and the Dream to further investigate pricing your service.

Using these costs and estimations, here's what he determined his product pricing structure should look like.

A. What is the cost of my product?
   - $2 per unit

B. How many products will I sell in one year?
   - $52,000 per year

C. Total costs of products sold = A x B
   - $104,000 per year

D. How much will it cost me to operate?
   - $75,000 per year

E. How much salary do I want to make? (Don't forget taxes!)
   - $40,000 per year

F. Total product costs + operating expenses + salary = C + D + E
   - $219,000 per year

G. How much profit do I want to make?
   - $21,900 per year

H. Total product costs + operating expenses + salary + profit = F + G
   - $240,900 per year

I. How much do I need to charge per product (H / B)?
   - $4.63 per unit

H. Is this price reasonable?  Yes  No

* This worksheet may be downloaded from the Resources Tab above.
Learners have opportunity for feedback directly from the LMS…
…and even Feedback from Facilitators and Mentors
Does It Work?

Let’s take a look at some recent success stories.
Partnerships With You and Your Organizations

Nationally Recognized Curriculum

Trained and Certified Facilitators

Experienced Coaches and Mentors

Unique Online Learning Experience
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