



The graphic features a circular portrait of Ayo Adebamowo on the left. To the right, the title 'Business Launch & Growth Masterclass' is displayed in large, bold letters. Below the title, it says 'with Ayo Adebamowo Founder of MyMedicalBank'. A list of themes and courses is provided, along with a registration link and a Zoom logo.

**Theme:**

- ✓ Launch That Business Idea Successfully
- ✓ Generate More Sales and Grow Your Business
- ✓ Invest In The Knowledge To Overcome Common Mistakes That Stop Others

**Courses:**

- Essentials of Launching a Profitable Business
- Essentials of Growing a Profitable Business

**Register:** [www.ayoadebamowo.com/training](http://www.ayoadebamowo.com/training)

Virtual Training via 

### Your Business Success Begins Here

Welcome! Investment in knowledge is the foundation of progress. Your journey into entrepreneurial success begins here.

To enrol in the Business Masterclass, click here or visit [www.ayoadebamowo.com/training](http://www.ayoadebamowo.com/training) and select your preferred course.

### About The Launch & Grow Your Business Masterclass

Entrepreneurship offers immense prospects. If anything, it is the most common route to becoming wealthy or simply for creating multiple income streams and becoming financially independent. Yet the entrepreneurial journey is fraught with challenges. Unsurprisingly, regardless of the country of operation 70% of new businesses fail within 5 years. There are reasons for this.

In the Launch & Grow Your Business Masterclass you will be exposed not just to the common reasons for business failure but also strategic and tested ideas you can immediately begin to apply to avoid and overcome those challenges.

Whether you are just thinking of starting a business as a side hustle or on full time or you are looking to increase your sales performance and scale your business, attending this Masterclass will equip you the knowledge you need to move in the right direction.

### How It Runs

There are 2 courses in the Masterclass: **Essentials of Launching a Profitable Business** course and **Essentials of Growing Your Business** course, you can choose one or both depending on your requirements. Both courses are delivered in two ways, you choose the one that works best for you

- Via a live online (Zoom) class
- Via pre-recorded online lectures

### **What You Will Be Getting**

- ✓ Live online interactive class OR Pre-recorded insightful video lectures
- ✓ Free copy of **Business Accelerators** eBook authored by the Lead Trainer worth \$25
- ✓ Post-training community support via Telegram
- ✓ Access to business funding information
- ✓ Networking opportunities
- ✓ Fun quiz and competitions with gift awards
- ✓ Interactive activities with Questions & Answers
- ✓ Award of Certificate
- ✓ 20% discount if you book both courses

### **About the Lead Trainer – Ayo Adebamowo**

Ayo Adebamowo is an Author, Speaker and Tech Entrepreneur. He is the founder of MyMedicalBank, a health technology company promote digital access to healthcare through creating innovative digital solutions. A Nigerian-British national, Ayo has been named as one of the 70 Most Outstanding Healthcare Professionals in the United Kingdom.

Having started and run various businesses himself in healthcare, technology, agriculture and publishing, Ayo very much understands from a practical point of view the pains, struggles and mistakes aspiring and established business owners often make that delay their success. He therefore brings his wealth of experience coupled with years of experience and research to help other entrepreneurs succeed in their journey.

### **#1. Launching Your Business Course**

Designed For:

- i. Aspiring entrepreneurs who are looking to start their own business and keen to avoid common mistakes that often hinder others.
- ii. Entrepreneurs who have already launched but are keen to add value to their venture.

#### **Course Outline**

1. Navigating the World of Entrepreneurship
2. Why Businesses Fail and How To Avoid It
3. Generating and Validating Business Ideas
4. Funding Your Business Ideas
5. The 3 Pillars of Entrepreneurship: Innovation, Structure & Marketing

#### **Course Curriculum**

1. Knowledge Capital
2. Attributes of Successful Entrepreneurs
3. Generating Business Ideas
4. Assembling The Founding Team
5. Business Registration
6. Business Plan
7. Raising Funds
8. Product Development
9. Building an Online Presence
10. Operational Support
11. Recruiting Staff
12. Sales & Marketing
13. Managing Business Finance
14. The Dark Side of Entrepreneurship

### **Lesson 1: Knowledge Capital**

- Top Reasons for High Business Failures
- The Danger of Working With Assumptions
- The Knowledge You Need
- Acquiring Investible Knowledge

### **Lesson 2: Attributes of Successful Entrepreneurs**

- The Need to Become
- The Attributes You Need

### **Lesson 3: Generating Business Ideas**

- A Highly Competitive Market
- Value Offering Is Key
- Generating Ideas
- Strategies for Generating Ideas
- Validating Ideas

### **Lesson 4: Assembling The Founding Team**

- Co-founders & Partners
- Board of Directors & Advisory Board
- Management Team
- Staff
- Compensation

### **Lesson 5: Business Registration**

- Why Registration
- Different Types of Businesses
- Registering Your Business
- License, Permit, Copyright & Trademark

### **Lesson 6: Business Plan**

- Why You Need a Business Plan
- Elements of A Business Plan

### **Lesson 7: Raising Funds**

- No Guarantees
- Bootstrapping
- Transitioning From Employee to Entrepreneur
- Sources of External Funding
- Top Reasons For Funding Rejections

### **Lesson 8: Product Development**

- Building a MVP
- Business Model
- Launching

### **Lesson 9: Building an Online Presence**

- Branding
- Building a Website
- Social Media

- Automation & Chatbot
- CRM

#### **Lesson 10: Operational Support**

- The Operating Base
- Software & Equipment
- Policies, Procedures & Documentation
- 4 Key Units

#### **Lesson 11: Recruiting Staff**

- Fundamental Principles to Consider
- Types of Staff
- The Operations Manager
- Operating Conditions

#### **Lesson 12: Sales & Marketing**

- Reasons For Poor Sales
- Keys To Effective Marketing
- Prospecting & Sales Pitch
- Winning Repeat Customers

#### **Lesson 13: Managing Business Finance**

- Top Challenges To Expect
- Coping With The Challenges

#### **Lesson 14: The Dark Side of Entrepreneurship**

- Top Challenges To Expect
- Coping With The Challenges

#### **Enrolment Details (Essentials of Launching a Profitable Business Course)**

- Delivery Format: Live Zoom Online Class OR Pre-recorded Video Lectures
- Duration: 4 Hours (9:00am – 1:00pm GMT)
- Date: One Saturday a Month
- Cost: £40/\$50/N40,000
- N.B: Get 20% discount altogether when you book both courses

## #2. Essentials of Growing a Profitable Business

Designed For:

- i. Both aspiring and established entrepreneurs looking to significantly increase their sales performance.
- ii. Ambitious entrepreneurs who are committed to growing their businesses regardless of the level of success they are currently achieving.

### Course Curriculum

#### Course Outline

1. A Growing Business Is A Winning Business
2. Working On Your Business
3. Growing As A Business Owner
4. Forming Business Partnerships
5. High Impact Sales
6. High Impact Marketing
7. High Impact Prospecting
8. Sales Conversion
9. Innovating in Business
10. Exiting and Succession Planning
11. Managing Business Risks

#### Lesson 1: A Growing Business Is A Winning Business

- How Hungry Are You For Growth?
- Growing Is Winning
- Growth Is Not Automatic
- Top 3 Reasons Why Your Business Is Not Growing

#### Lesson 2: Working On Your Business

- Working On Vs Working In Your Business
- How To Work On Your Business

#### Lesson 3: Growing As A Business Owner

- Your Business is an Extension of You
- How To Develop Yourself

#### Lesson 4: Forming Business Partnerships

- The Concept of Company
- Exploring Effective Partnerships

#### Lesson 5: High Impact Sales

- Why Sales Is Poor
- Factors That Drive Sales
- Attributes of Viable Products

#### Lesson 6: High Impact Marketing

- Inbound marketing and Outbound Marketing
- Key Requirements for Effective Marketing

#### Lesson 7: High Impact Prospecting

- Basis of Effective Prospecting
- Tools for Effective Prospecting

- 17 High Impact Lead Generation Activities

#### **Lesson 8: Sales Conversion**

- The Ultimate Goal of Marketing
- Strategies for Effective Sales Pitch

#### **Lesson 9: Innovating in Business**

- Innovation Drives Growth
- Outsmart Your Competitors
- 8 Drivers of Innovation

#### **Lesson 10: Exiting and Succession Planning**

- Why You Need an Exit Plan
- Ways to Exit Profitably
- Succession Planning
- Tips for Exit Planning

#### **Lesson 11: Managing Business Risks**

- Build To Last
- Fundamental Principles In Managing Risks
- Ways to Minimize Risk In Business

#### **Enrolment Details (Essentials of Growing a Profitable Business Course)**

- Delivery Format: Live Zoom Online Class OR Pre-recorded Video Lectures
- Duration: 4 Hours (2:00pm – 6:00pm GMT)
- Date: One Saturday a Month
- Cost: £40/\$50/N40,000 (Get 20% discount altogether when you book both courses)

#### **How to Enrol**

1. Visit [www.ayoadebamowo.com/training](http://www.ayoadebamowo.com/training)
2. Click on the enroll button, input your contact details and select your preferred course and delivery method (live Zoom class or Pre-recorded video)
3. You will receive a confirmation email (also check your junk folder, just in case).
4. You will receive another email later, with information on the next available training date, payment link, and instruction on how to join the Zoom class or how to access the recorded video lectures.

#### **Payments**

When enrolling in a course in the Masterclass, make payment with your debit card or credit card in any of the following currencies: US\$, £ or NGN N. All payments are made securely with Stripe. Your card details are safe, they are neither collected nor stored in the course of making your payment.

If you do not have a debit or credit card and would like to pay through other means such as bank transfer, please contact us via [hello@ayoadebamowo.com](mailto:hello@ayoadebamowo.com).

#### **Cancellation Policy**

- Live Zoom class
  - Refund for any cancellation made 24 hours before the start of the training will be made in full.
  - No refund will be made for any cancellation made less than 24 hours before training start.
- Pre-recorded video lectures
  - No refund will be once payment has been made and access given to the recorded videos

**For Further Enquiries**

- ✓ WhatsApp only: +234(0) 912 918 2815 or +44 (0) 772 761 8504
- ✓ Email: [hello@ayoadebamowo.com](mailto:hello@ayoadebamowo.com)
- ✓ Visit [www.ayoadebamowo.com/contact](http://www.ayoadebamowo.com/contact)