

StartingUp Now FAQs

1. What is StartingUp Now?

StartingUp Now (SU) provides solution-based tools, leading participants through 24 memorable steps to create an introductory business plan using the ***“StartingUp Now: 24 Steps to Launch Your Own Business”*** book as a guide. StartingUp Now also provides users with the ability to access additional content via the StartingUp Now Skill Center (SUSC) to access their StartingUp Now Business Plan, research business opportunities, and connect to the global StartingUp Now community in more than 72 languages.

2. What is the StartingUp Now Skill Center (SUSC)?

The SUSC is your central source of information, resources, and social networking for the global entrepreneurship community. The SUSC provides a central location for the youth and adult entrepreneur just starting their business or the seasoned entrepreneur looking to grow or expand their business. The SUSC has various levels of membership depending on the entrepreneur’s needs.

3. Who wrote StartingUp Now?

L. Brian Jenkins is the author of StartingUp Now. Brian has over 17 years of experience in entrepreneurship education and business startup experience. Brian successfully launched Entrenuity, a not-for-profit national educational training organization that has trained over 750 adults and 3,000 youth. Entrenuity student operated businesses that have generated over \$175,000 in gross sales.

4. What age group does StartingUp Now target?

StartingUp Now primarily targets youth ages 12 to 18. StartingUp users range in age from 12 to 45 years old.

5. Where is StartingUp Now being used?

StartingUp Now is being used in classrooms, afterschool programs, homeschools, prisons, community-based organizations, business camps, and by individuals.

6. What additional StartingUp Now resources are available?

There are three StartingUp Now Resources currently on the market

- **StartingUp Now: 24 Steps to Launch Your Own Business-----** StartingUp Now is a step-by-step tactical guide to creating a business plan for new entrepreneurs, employing elements of today’s “texting” culture to communicate essential business principles necessary for starting and operating a profitable company. Each of the “24 Steps” leads the



entrepreneur through a memorable abbreviation, an informative definition, useful examples and constructive prompts in a journal-style format that ultimately provides users with the opportunity to formulate their business plan on the included StartingUp Now Business Plan template, which can be accessed on the StartingUp Skill Center.

- **StartingUp Now Faculty Guide-----** The StartingUp Now Faculty Guide is an innovative guide for those teaching entrepreneurship using StartingUp Now. The guide will provide 24 lesson plans for each of the steps/chapters included in the book, tips on creating an active learning environment, along with a guide on maximizing use of the StartingUp Skill Center.
- **StartingUp Now Group Based Work Cards-----** StartingUp Now Project Based Learning is designed for team-based learning environments. The lessons mirror topics covered in the StartingUp Now (8.5x 11.5) laminated work cards that provide group based learning activities and challenges. Each StartingUp Now work card provides a memorable abbreviation, an informative definition, and useful examples coupled with team based assignments.

7. Why write StartingUp Now? Aren't there plenty of entrepreneurship books on the market?

StartingUp Now is written for the person with limited to no business experience who needs a simple solution-based guide to help create a plan. StartingUp Now uses memorable abbreviations, similar to text messaging, to teach business planning fundamentals. Rather than creating a traditional business planning manual, StartingUp Now seeks to provide the user with a memorable experience in which they participate in their own learning at their own pace.

8. For the classroom does StartingUp Now meet educational standards?

Each of the StartingUp Now Steps/Lessons meets several of the National Content Standards for Entrepreneurship Education (NCSEE) requirements. The specific educational standard(s) that each lesson meets is identified in the StartingUp Now Faculty Guide that provides step-by-step instructions for a Facilitator to teach a class on that Step/Lesson.

9. Where can I purchase StartingUp Now?

StartingUp Now can be purchased directly for the StartingUp Now web site at www.startingupnow.com, Amazon, or various retail outlets and bookstores.

10. If I have a question, how do I contact someone?

Please email StartingUp Now at info@startingupnow.com or call directly at 312.544.9391. Also, check out the FAQ questions posted on the StartingUp Now website too.