



Venture Academy

FORGING CHRISTIAN ENTREPRENEURS

Basic Entrepreneurship Training Class 01-09

March 23 – 28, 2009

Camp Marymount • Fairview, Tennessee



Give instruction to a wise man, and he will be yet wiser: teach a just man, and he will increase in learning.

- Proverbs 9:9

Overview

The Venture Academy's week-long Basic Entrepreneurship Training class 01-09 will be held from March 23 - 28 at Camp Marymount in the beautiful hills of middle Tennessee near Fairview, Tennessee, which is located 33 miles southwest of Nashville.

The 6-day Basic Entrepreneurship Training curriculum (all with a Biblical worldview) includes lectures, Harvard Business School case studies, and workshops on various topics including: sales, marketing, accounting, finance, business law, human resources, business planning, business communications, operations, technology, and customer service -- a total of 40 sessions in all.



their own businesses.

The program is limited to only 60 students and includes meals and lodging; case materials; numerous document downloads (presentations and business templates); and access to the audio and video of every class for later personal use. The program also includes 2 one-hour conference calls/webinars and up to 4 hours of personal one-on-one consulting from New Venture Lab by phone or email during the following year.



Wisdom is the principal thing; therefore get wisdom: and with all thy getting get understanding.

- Proverbs 4:7

Without counsel purposes are disappointed: but in the multitude of counsellors they are established.

- Proverbs 15:22

Class Schedule (subject to change)

Day	Time Slot	Type of Class	Topic
Monday, March 23	8:00 AM - 9:00 AM	Welcome	Opening Remarks, Introductions and Overview
	9:00 AM - 10:00 AM	Lecture	A Vision of Christian Family Entrepreneurship
	10:00 AM - 11:00 AM	Lecture	The Biblical Case for Entrepreneurship
	11:00 AM - 12:00 PM	Lecture	Equipping Sons
	12:00 PM - 1:00 PM		Lunch
	1:00 PM - 2:00 PM	Lecture	Equipping Daughters
	2:00 PM - 3:00 PM	Lecture	Sales - I
	3:00 PM - 4:00 PM	Lecture	Sales - II
	4:00 PM - 5:00 PM	Lecture	Marketing
	5:00 PM - 5:30 PM	Lecture	Case Study Methodology
Tuesday, March 24	8:00 AM - 9:30 AM	Case Discussion	Sales Case Study
	9:30 AM - 11:00 AM	Case Discussion	Marketing Case Study
	11:00 AM - 12:00 PM	Lecture	Accounting - I
	12:00 PM - 1:00 PM		Lunch
	1:00 PM - 2:00 PM	Lecture	Accounting - II
	2:00 PM - 3:00 PM	Lecture	Finance - I
	3:00 PM - 4:00 PM	Lecture	Finance - II
	4:00 PM - 5:00 PM	Lecture	Technology
Wednesday, March 25	8:00 AM - 9:30 AM	Case Discussion	Accounting Case Study
	9:30 AM - 11:00 AM	Case Discussion	Finance Case Study
	11:00 AM - 12:00 PM	Lecture	Operations - I
	12:00 PM - 1:00 PM		Lunch
	1:00 PM - 2:30 PM	Case Discussion	Technology Case Study
	2:30 PM - 3:30 PM	Lecture	Operations - II
	3:30 PM - 4:30 PM	Lecture	Legal
	4:30 PM - 5:30 PM	Lecture	Human Resources
Thursday, March 26	8:00 AM - 9:30 AM	Case Discussion	Operations Case Study
	9:30 AM - 11:00 AM	Case Discussion	Legal Case Study
	11:00 AM - 12:00 PM	Lecture	Business Communications
	12:00 PM - 1:00 PM		Lunch
	1:00 PM - 2:30 PM	Case Discussion	Human Resources Case Study
	2:30 PM - 3:30 PM	Lecture	Service Management
	3:30 PM - 4:30 PM	Lecture/Workshop	Venture Analysis - I
	4:30 PM - 5:30 PM	Lecture/Workshop	Venture Analysis - II
Friday, March 27	8:00 AM - 9:30 AM	Case Discussion	Business Communications Case Study
	9:30 AM - 11:00 AM	Case Discussion	Service Management Case Study
	11:00 AM - 12:00 PM	Lecture/Workshop	Venture Analysis - III
	12:00 PM - 1:00 PM		Lunch
	1:00 PM - 2:30 PM	Lecture/Workshop	Venture Analysis - IV
	2:30 PM - 3:30 PM	Lecture/Workshop	Venture Analysis - V
	3:30 PM - 4:30 PM	Lecture	Summary
Saturday, March 28	8:00 AM - 9:30 AM	Case Discussion	Comprehensive Case Study
	9:30 AM - 10:30 AM	Panel Presentation	Expert commentary from seasoned entrepreneurs
	10:30 AM - 11:30 AM	Panel Discussion	Panel Q&A with seasoned entrepreneurs
	11:30 AM - 12:00 PM	Closing	Vision Recap and Dismissal

Note: Each lecture is 50 minutes followed by a 10 minute break and each case study is 80 minutes followed by a 10 minute break; evenings include group meals, group networking and group case study preparation.

Instructors

Students will receive the highest-quality entrepreneurial education modeled after the Harvard MBA program with a curriculum that includes Harvard Business School case studies.

The primary instructor is Wade Myers, the [Venture Academy](#) president. He is a Baker Scholar graduate of Harvard's MBA program as well as a case author and guest lecturer for the Harvard Business School. He is a Christian homeschooling father of four and founder of [New Venture Lab](#), a business incubator dedicated to assisting Christian men with their entrepreneurial ventures. He is a five-time CEO, venture capitalist, and prolific serial entrepreneur. He has served as the chairman of a venture capital firm, board member of an \$850 million investment firm, strategy consultant with the Boston Consulting Group, Fortune 500 sales and marketing executive, and as an Airborne Ranger in the US Army where he was a decorated veteran of the Gulf War.



The Venture Academy faculty include:

- Doug Phillips, president of Vision Forum, ministry leader and e-commerce entrepreneur
- Geoff Botkin, homeschool pioneer, film producer and media executive
- Don Hart, Jr., licensed attorney and cattle rancher
- Ty Bollinger, certified public accountant, author and publisher

A presentation and discussion panel consisting of seasoned local Christian entrepreneurs from fields as diverse as film, real estate, technology and financial services is included on Day 6 of the Basic Training program.

Location

The Venture Academy will be held at the main conference center at Camp Marymount located at [1318 Fairview Blvd., Fairview, TN 37062](#), approximately 33 miles southwest of Nashville, TN.

Fairview is in the region of Tennessee known as "Middle Tennessee" and is known for its scenic beauty.

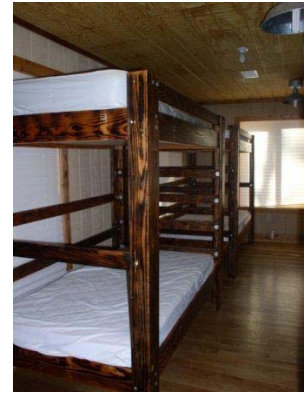


Accommodations

Students and their family Guests are invited to lodge onsite in the guest cabins for only \$25 per bed per night, but space is limited to only 92 beds and rooms are rented on a first-come, first-served basis. Each suite has its own bathroom facilities. **Note: Students must bring their own linens, towels, pillows and toiletries with them.**

Rooms can be configured as group dorms or reserved for an entire family as follows:

- 4 each, 10-bed suites @\$25 per bed per night or \$250 per night for the entire room (all are bunk beds)
- 5 each, 8-bed suites @ \$25 per bed per night or \$200 per night for the entire suite (4 suites are bunk beds and one is single beds)
- 2 each, 4-bed suites @ \$25 per bed per night or \$100 per night for the entire suite (single beds)
- 1 each, 3-bed suite @ \$25 per bed per night or \$75 per night for the entire suite (single beds)
- 1 each, 1-bed suite @ \$25 per bed per night (single bed)



Other area accommodations include:

- Hotel/motel:
 - [Deerfield Inn and Suites](#)
 - Phone: 615-799-4700
 - Address: 1407 Hwy 96 N., Fairview, TN 37062
 - Rates: \$43 – 49 per night
 - [Americas Best Value Inn](#)
 - Phone: 615-799-9171
 - Address: 1524 Highway 96 N., Fairview, TN 37062
 - Rates: \$36 – 44 per night
 - There are many other well-known hotel/motel brands in nearby Dickson and Bellevue, TN such as Holiday Inn Express, Days Inn, Econo Lodge, Hampton Inn, Ramada Inn, etc.
- Camping:
 - [Montgomery Bell State Park](#)
 - Phone: 615-797-9052
 - Address: 1020 Jackson Hill Road, Burns, TN 37029
 - Rates: \$11 per night for non-electric site and \$20 per night for electric site for camping or RV hookup, rooms at the Inn are \$68 per night
 - Dickson RV Park
 - Phone: 615-446-9925
 - Address: 150 W Christi Dr, Dickson, TN 37055
 - Rates: \$28 per night for a full-service RV hookup

Recreation

Students are welcome to bring their families, but only students are allowed in the classroom to minimize distraction and noise levels during the lectures and case studies. Additional rooms adjoining the main conference hall will be set up for family member guests to visit with each other while classes are in session. There are also many nearby family activities to choose from.



The camp where the Venture Academy is located -- Camp Marymount -- boasts 340 acres of woods, hills and trails, a large 5-acre spring fed lake (stocked with bass, bluegill, catfish and grass carp) and a sports court. No

fishing license is required to fish the private lake. While the students' schedule will be fairly full, students are encouraged to enjoy exercise after a long day in the classroom. Other area recreation and sight-seeing:

- [Bowie Nature Park](#) – 722 acres of forest, lakes & trails, Bowie is a great place for individuals, couples & families to come and enjoy their time. Bicycling, horseback riding, fishing, running, walking and playing aboard the Treehouse Playground can be enjoyed each & every day of the year.
 - Phone: 615-799-5544
 - Address: 7211 Bowie Lake Road, Fairview, TN 37062
- Middle Tennessee offers many other family-oriented historical, musical and recreational outings. We recommend that you start at this [site](#).

Packing List

- Laptop computer equipped with a wireless card (some class assignments and other information will be disseminated to students via a website)
- Business casual attire; exercise gear; sports equipment for the sport court and running/walking trails; and fishing gear
- Bed linens, towels, toiletries and pillow (for those staying at the camp where the Basic Training is held)

Program Fees

Item	Fee	
Complete Basic Training program: Includes all instruction (40 sessions); instructional materials; case materials; numerous document, presentation and business template downloads; access to the audio and video of every class for later personal use; two one-hour follow up conference calls/webinars; and up to 4 hours of personal one-on-one consulting from New Venture Lab by phone or email during the following year	Adult student (students over 22 years old as of March 1st)	\$1,800
	Young adult student (students between 16 years old and 22 years old as of March 1st)	\$1,350
	Young student (students less than 16 years old as of March 1st)	\$900
Full Lodging program: Onsite accommodations; check in is Sunday evening March 22nd after 7 PM and check out is Saturday morning March 28th (bring your own linens, pillows, towels, and toiletries). Note: students and their family guests are free to select other area camping or lodging choices.	\$150	
Full Meal program: Includes all meals from breakfast on Monday through breakfast on Saturday and applies to each Student and Guest that joins us for the full meal plan. Note: students and their family guests are free to provide their own meals, though there are no available kitchen facilities for Students or their family Guests at Camp Marymount.	\$265	
Lunch only program: Ideal for Students and Guests that are local or staying offsite that want to have lunch with the other attendees each day; includes lunch Monday through Friday.	\$80	

Note: early-bird registration discounts apply to those registering prior to January 31, 2009.

Click [here](#) to register for this event or contact us at NewVentureLab@Gmail.com if you have any questions.