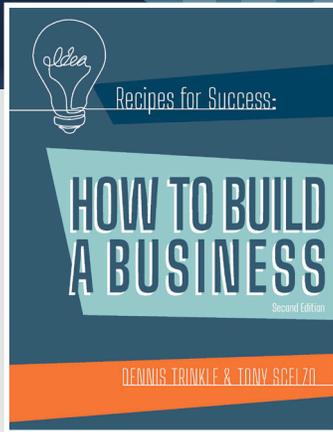


Modern, adaptable digital courseware,
built for every stage of learning.



RECIPES FOR SUCCESS

How to Build a Business

AUTHORS:

Dennis Trinkle
Tony Scelzo

Launching a startup comes with a great deal of both personal stress and financial risk. Understanding the elements of success, reasons for failure, and numerous challenges ahead greatly increases an entrepreneur's chance for success.

Recipes for Success: How to Build a Business introduces seasoned leaders and growing professionals alike to effective methods for innovation and entrepreneurship and provides a set of processes and tools for creating, leading, and growing a business.

PLATFORM BENEFITS

Proficiencyce replaces static textbooks with **interactive, analytics-enabled courseware** that adapts to today's classrooms.

Each course is built to reduce instructor workload, enhance student engagement, and provide administrators with meaningful insights—all while fitting seamlessly into your LMS.

- ▶ **Seamless LMS integration** with single sign-on
- ▶ **Flexible, customizable** modules and activities
- ▶ **Accessible, responsive design** for every learner
- ▶ **Dedicated support** for both instructors and students

Introduction

- ▶ What Is This Book?

Product

- ▶ Creating a Service or Product Idea

Target Market

- ▶ Market Profile

Business Model

- ▶ Conceptualizing Your Business

Go-to-Market

- ▶ Marketing Plan

The Company

- ▶ Business Structure

Finances and Funding

- ▶ Investment and Capital

Team

- ▶ Hiring & Team Management

Pitch

- ▶ Pitch Psychology

Leadership

- ▶ Leadership Mindset

Wellness and Self Care

- ▶ Mental & Physical Health

INCLUDED ESSENTIALS

Every Proficiency course is designed with tools that make teaching more effective and learning more engaging:

Integrated Assessments

Built-in quizzes and checkpoints that give students instant feedback while helping you track progress

Instructor Dashboard

Clear, real-time insights to spot at-risk learners early and guide them toward success.

Customizable Modules

Flexible content you can adapt to fit your syllabus and teaching style.

Lecture Slides & Notes

Professionally designed, ready-to-use resources that save preparation time.

Assignments & Activities

Group work, projects, and discussions that build deeper understanding



FOR INSTRUCTORS

- ▶ **Active Learning, Made Practical:** Evidence-based strategies that help you foster student success.
- ▶ **Ready to Teach:** Pre-built modules that you can use as-is or customize to fit your course.
- ▶ **Efficiency Where It Counts:** Automated grading and simple section management save valuable time.
- ▶ **Real-Time Visibility:** Intuitive dashboards highlight student progress and identify those who may need extra support.
- ▶ **A Full Teaching Toolkit:** Access presentations, quiz banks, and interactive chapters in one place.



FOR LEARNERS

- ▶ **Engaging by Design:** Interactive, straightforward activities that keep students involved.
- ▶ **Transparent Guidance:** Clear deadlines, grading points, and reminders to help learners stay on track.
- ▶ **Support Built In:** Help is always available, right when students need it.

**TAKE THE
NEXT STEP**

www.proficiency.com

learnmore@proficiency.com