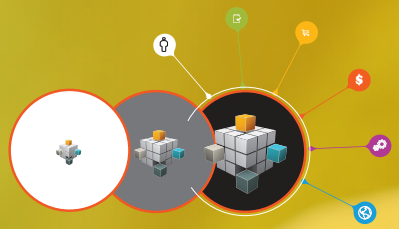
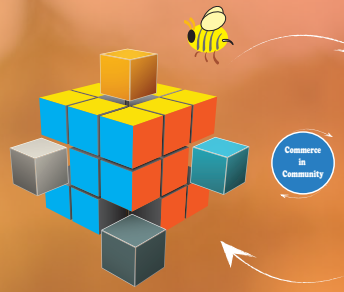
Micro-MBA
(Master of Business in Action)

MADE IN AMERICA
START A BUSINESS, STOP AN ADDICTION

Grassroots - Creative Capitalism in Community





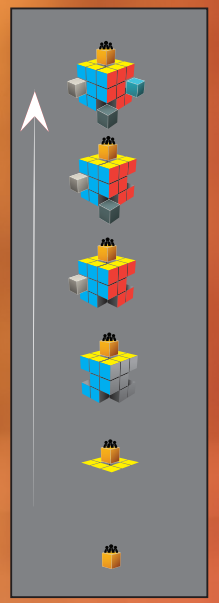
RESULTS

Business Student
- Improved Product
- Improved Service
- Improved Customer Satisfaction
- Improved Business Model
- New Value Proposition

Discover & Develop Ideas & Passions
Deploy New Ideas & Passions

Better Value Proposition

GOAL : 3 x Sales
(Assignment)



Workshop 8 — May — FOCUS: FUTURE
- Feedback on Data
- Implementation CS & VP & BM
- Q & A on next Action Plan

× Celebration

Workshop 7 — April — FOCUS: GROW
- Feedback on Data
- Implementation CS & VP & BM
- Q & A on next Action Plan

× Month of Action

Workshop 6 — March — FOCUS: DESIGN
- Feedback on Data
- Implementation CS & VP & BM
- Q & A on next Action Plan

× Month of Action

Workshop 5 — February — FOCUS: MONEY
- Feedback on Data
- Implementation CS & VP & BM
- Q & A on next Action Plan

× Month of Action

Workshop 4 — January — FOCUS: SELL/BUY
- Feedback on Data
- Implementation CS & VP & BM
- Q & A on next Action Plan

× Month of Action

Co-Creation

Workshop 3 — December — FOCUS: VALUE PROP
- Feedback on Data
- Implementation CS & VP & BM
- Q & A on next Action Plan

× Month of Action

Workshop 2 — November — FOCUS: CUSTOMER
- Feedback on Data
- Implementation CS & VP & BM
- Q & A on next Action Plan

× Month of Action

Workshop 1 — October — FOCUS: PEOPLE
- Feedback on Data
- Implementation CS & VP & BM
- Q & A on next Action Plan

× Orientation

PLACE: SCHOOL OR BUSINESS
PEOPLE: 12 x STUDENTS &
1 x SMALL BUSINESS OWNER
PROGRAM: 8 MONTHS (BI-WEEKLY WORKSHOPS)
PURPOSE: YOU WILL LEARN HOW
TO START/GROW YOUR BUSINESS
*PRICE: OPEN ACCESS MODEL

FREE FOR THOSE WHO CAN'T AFFORD IT — Free / $300 — SUPPORTED BY THOSE WHO CAN

MODEL FOR OPEN EDUCATION
ACCESSIBLE TO EVERYONE

Meerkat

Christo B. Vermeulen & Lou D. Banach