IEMF™ · INCLUSIVE ECONOMIC MOBILITY FRAMEWORK™

Curriculum License

A ready-built program, so you don't have to build one.

A five-week program, two hours a week, built access-first. One annual license covers everything.

NINE AREAS, THREE LEVELS

1. Access Belonging, barriers, who is in the room	**2. The Idea** Test the idea in small steps	**3. Customers** Who they are, customer vs. buyer
4. Marketing How people find you	**5. Money Basics** Habits under every business	**6. Finance** Launch, survive, grow
7. Legal Set up and protect it	**8. Team** Who does what, leading	**9. Pitch** Tell the story, make the ask

Every area works at **Ideation** (you have an idea), **Startup** (you are launching) and **Growth** (you have customers and revenue), so one license serves a mixed room.

WHAT YOU GET (ONE LICENSE)

Participant Field Guide
Workbook: nine sections, three levels each.

Facilitator Guide
Timed agenda, coach's notes, session plans.

Meeting Students Where They Are
Engaging people told school is not for them.

Pre/Post Assessment Kit
Check-in, Excel tracker, judge score sheets, outcomes report.

ANNUAL LICENSE

Up to 20 participants	$300
Up to 50 participants	$400
Up to 100 participants	$500

Each extra participant is $10.

HOW TO START

1. Choose your size and email me the signed agreement.
2. I send a payment link. Venmo or check also works.
3. Your files arrive by email as soon as payment does.

Customized: I tailor the agenda to fit any program design: your participants, topics, format and length.
Support: Want help in the room? One-on-one training and workshops tied to your license are $200 an hour.

Dr. Matt A. Connell, MBA
More than 100 entrepreneurs have started businesses through programs he designed.

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