

Business Formation Program

Building a Strategy for your Business
Implementation Prospectus



ADVANTAGE
CONSULTING

VISION SIMPLIFIED - SOLUTION PERSONIFIED



Program Overview

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Contents

- Introduction
- Business Formation Program™© Implementation
 - Basic
 - Advantage
 - Premium
- Schedule Commitments
- Benefits
- Let's Get Started!



Introduction

- The Business Formation Program is designed specifically to each entity, leveraging appropriate web-based applications.
- Scalable from solopreneurs to start-up entities
- Empowers business owners and executives to organize and develop the seven (7) functional areas of a business entity, in readiness for day to day operational excellence.

Business Formation Program™© Implementation



The Business Formation Program may include up to seven (7) functional areas and corresponding business units. Each area is developed to an operational level in accordance with the entity's readiness.

1. Incorporation

Legal, Financial, Trademarking, Copywriting, Accounting, Insurance, Payroll, & Taxes

2. Human Resources

Organizational Development, Job Descriptions, Recruitment, Benefits, On-Boarding, Redistribution, Employee Programs

3. Training & Development

All functional areas, products, services, internal & external

4. Marketing

Branding, Advertising

5. Demand Generation

Account and Technical

6. Product & Service Development

Research & Development, Manufacturing, Quality Assurance

7. Information Technology

Internal Systems; Hardware, Software, Infrastructure, Communications

Business Formation Program™© Implementation



Business Formation Functional Area	Basic 5 Weeks	Advantage 12 Weeks	Premium 21 Weeks
<u>Incorporation</u> Legal, Financial, Trademarking, Copywriting, Accounting, Insurance, Payroll, & Taxes	✓	✓	✓
<u>Human Resources</u> Organizational Development, Job Descriptions, Recruitment, Benefits, On-Boarding, Redistribution, Employee Programs		✓	✓
<u>Training & Development</u> All functional areas, products, services, internal & external			✓
<u>Marketing</u> Branding, Advertising	✓	✓	✓
<u>Demand Generation</u> Account and Technical	✓	✓	✓
<u>Product & Service Development</u> Research & Development, Manufacturing, Quality Assurance			✓
<u>Information Technology</u> Internal Systems; Hardware, Software, Infrastructure, Communications		✓	✓

Schedule Commitments and Benefits



- **All Programs**

- One-hour 1:1 sessions 2X a week (Mon. & Wed. OR Tues. & Thu.)
- Program collateral (Coaching videos and worksheets)
- Playbook Document

- **Basic Program Benefits – 5 Weeks**

- Guidance on basics of incorporation
- Guaranteed brand establishment for your business to begin demand generation.

- **Advantage Program Benefits – 12 Weeks**

- Guidance on incorporation best practices
- Functional organization structure
- Guaranteed brand establishment for your business to begin demand generation.
- Guidance on IT functions and platforms

- **Premium Program Benefits – 21 weeks**

- All inclusive of Basic and Advantage Programs
- Training and Development Instructional Design
- Product & Development Strategy & Tactics

Let's Get Started!



- Initiating an implementation of the Business Formation program may be accomplished by:
 - Message me through LinkedIn on my Profile
 - www.linkedin.com/in/donnachiacchia
 - Messaging me through LinkedIn - Visit Company Page
 - <https://www.linkedin.com/company/absoluteadvantage>
- You may consider preparing the following items before you start the program to maximize your implementation:
 - Set-up your account with AbsoluteAdvantage™©
 - Please ensure you have a PayPal account