



# #YALILEARNS



**YALILearns Session  
Facilitation Guide**

# **FUNDAMENTALS OF BUSINESS EXPANSION**

## Your Guide to Facilitating a Session on the Fundamentals of Business Expansion

This guide will help you lead a session on expanding your business or startup through the YALI Network Online Course, "[Fundamentals of Business Expansion](#)." Participants will learn how to raise capital and realize growth by using their business model to assess new markets and potential strategies for expansion.

**Total Time: 65 Minutes**

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### Introduce Yourself (5 minutes)

- Thank your participants for coming and introduce yourself. Be sure to mention that you are an interested YALI Network member who wants to help participants expand their businesses.
- Briefly share why you are interested in this topic and chose to organize a community dialogue on business expansion. Keep it short!

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### Icebreaker: Two Truths and a Lie (10 minutes)

- Ask your audience to break up into pairs.
- Have each participant write down three statements about themselves. One of the statements must be false.
- Have each participant share their statements with their partner, challenging their partner to guess which statement is incorrect. This is a good activity to get to know one another.

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### Watch Lesson One: [Raising Capital](#) (5 minutes)

#### Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- What are the different types of investors and when should you approach each?
- What stage are you at in your startup process? What are the steps you need to take to get to the next phase?



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## **Watch Lesson Two: [Growing Your Business](#) (5 Minutes)**

### **Group Discussion (10 minutes)**

Invite participants to reflect on the video before answering the following questions:

- Are you planning to open or have you opened a business? If so, what is the demand for your products or services, what are your competitors doing, and what is your plan for growing your business? How will you continue to meet your customers' demands at the same level of service or a higher level? What are the practical considerations of your particular business that must be addressed before you expand?
- How did you fund your business and how do you plan to fund your expansion? Who are you targeting for funding? What value will you show a potential funder?
- How will you prepare your team for growth? What skills will you need in employees in order to expand?

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## **Watch Lesson Three: [Growing Your Startup](#) (5 Minutes)**

### **Group Discussion (10 minutes)**

Invite participants to reflect on the video before answering the following questions:

- What is the customer acquisition model that best fits your startup?
- What is the lean startup methodology, and how can you apply it to your startup?

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## **Wrapup (5 minutes)**

- Thank participants for attending and briefly restate the importance of understanding new markets to expand their business or startup.
- Encourage participants to sign up for the YALI Network at [yali.state.gov](http://yali.state.gov).

