



## Start-Up Guide

Congratulations on taking your first STEP to Student Entrepreneurship with the eColor System!

This guide will help you lay the foundation, with your students, for a successful student-run business using your eColor Poster Printer and STEP, however, you can pick and choose which suggested items will work for your program or not.

Follow the checklist below to get started.

- Schedule initial staff eColor+ Training Session (for new eColor+ customers only)
- Get acquainted with the STEP section of the Presentation Systems website. [www.presentationssystem.com/step](http://www.presentationssystem.com/step) Password: STudentEP20
- Schedule Zoom implementation meeting with STEP Coordinator at PSI
- Introduce yourself, via email, to your Strategic Partner school.
- Schedule Virtual Field trip day for your students and time for your Q&A session
- Schedule student training session (it's best to have at least 2-3 class periods to prepare prior to the student training session)
- Go on your virtual field trip and sign-in for your online Q&A session with your Strategic Partner School
- Draft a business plan, using the Business Planning Guide (PDF on STEP webpage)  
*\*You don't have to use every part of the business plan but pages 2-3 are strongly recommended*
- Assign roles within your student business: Sales & Marketing, Design, Production, and Accounting
- Create website for your business (we recommend Wix or a Google Classrooms Site)
- Complete your student training session
- Customize your order form (template available on STEP webpage)

- Customize your invoice (template available on STEP webpage)
- Go on a tour of your school to locate areas in need of your services/products.
- Select a starter project to work on (suggestions for starter projects on the STEP webpage)  
*\*Gallery wall is recommended as your very first project for marketing purposes*
- Produce posters, banners, and lawn signs to promote your business
- Begin taking orders and posting job tickets/assignments to your Google Classrooms Site