



Smart Steps to Launch Your New Business

A PROGRAM OF THE GEORGIA SBDC NETWORK

If you can **dream** it, we can help!

Owning your own business is the American dream, but building it to withstand the test of time takes a unique set of tools—and a lot of hard work. StartSmart™ will show you the way.

SBDC StartSmart™ Gets Results:

- Evaluate & refine your business concept
- Improve your knowledge of business concepts
- Research markets and competition
- Develop a financial forecast to improve chances of success
- Develop a thorough, practical business plan
- On-going consulting from SBDC professionals keeps you on track

SBDC StartSmart was developed by The Georgia SBDC Network. The program is facilitated by specially trained SBDC Consultants and an award winning textbook by renowned author Rhonda Abrams.

On Your **Mark**, **Start**. . . **Grow!**

Designed specifically for new entrepreneurs, SBDC StartSmart provides the resources and support to launch your company and put your dreams within reach.

StartSmart will help you launch a business built for today's challenging times. In just eight three-hour modules, learn to evaluate and implement your vision by creating a thorough, well researched business plan.

StartSmart covers these important topics in high-energy, interactive modules:

1. Foundations for a Successful Business
2. Marketing Research & Analysis
3. Capturing the Market
4. Efficient Operations
5. Financial Foundations
6. Financial Plan
7. Bringing it All Together
8. Implementing and Presenting the Plan

Macon Program: April 4 – May 9, 2014

478-757-3609

www.georgiasbdc.org/startsmart



StartSmart™ Statewide Sponsor

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The StartSmart[™] Program:

Module 1: *Foundations for a Successful Business*

In the initial module, explore the factors that influence small business success. Closely examine their entrepreneurial motivation and the business concept. The concept will be refined to help the entrepreneur achieve his or her personal goals while building a business with a good chance for long-term success. After this foundation, the business planning process begins.

Module 2: *Marketing Research & Analysis*

Planning begins with development of the mission statement and a general overview of the company's legal status, products or services, management, and market. Participants will receive detailed tools and tips to conduct the market research. Assignments include research and analysis of industry trends and target markets.

Module 3: *Capturing the Market*

Competition is identified and researched, and participants determine their competitive strengths and weaknesses. Participants are introduced to a SWOT analysis as a tool to define strategic position and evaluate business risks. Based on a thorough internal and external assessment, participants will prepare realistic, cost-effective marketing and sales strategies to seize their share of the market.

Module 4: *Efficient Operations*

Participants will analyze day-to-day operations, document routine processes and identify opportunities for increased efficiency. They will complete an assessment of technology needs and develop an overall technology plan. The organization's current management team and future needs will be described. Entrepreneurs will consider strategies to establish company culture, interview and hire employees, and build a network of advisors.

Module 5: *Financial Foundations*

After a review of financial concepts, participants will identify financial goals to determine the financial feasibility of their business concept. They will determine start-up costs and prepare financial projections to show the financial outcome of their plan.

Module 6: *Financial Plan*

The financial projections are updated to produce a detailed income statement, balance sheet and cash flow statement. Participants will calculate break-even analysis and determine if additional financing is needed to implement the plan.

Module 7: *Bringing it All Together*

Participants will complete the Executive Summary, develop an "Elevator Pitch," and put the finishing touches on their business plan. Tips for tailoring the plan to meet the needs of different audiences will be reviewed. Special emphasis will be given to presenting the plan to potential funding sources.

Module 8: *Implementation & Presentations*

At the conclusion of the program, participants will prepare a short presentation of their Executive Summary and deliver it to the class.



"Planning without action is futile, action without planning is fatal."

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Program Outline

1. Foundations for a Successful Business
2. Marketing Research & Analysis
3. Capturing the Market
4. Efficient Operations
5. Financial Foundations
6. Financial Plan
7. Bringing it All Together
8. Implementing and Presenting the Plan

For information contact:

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Funded in part through a cooperative agreement with the U.S. Small Business Administration and the University of Georgia. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Call the SBDC at 478-757-3609 or write:

*Josh Walton, Area Director
The University of Georgia SBDC
Riverside Crossing Professional Building
4875 Riverside Drive, Suite 202
Macon, GA 31210*

Location: The University of Georgia SBDC
Riverside Crossing Professional Building
4875 Riverside Drive, Suite 202
Macon, GA 31210

Dates:

April 4	9:00 - 12:00	Module 1
April 11	9:00 - 4:00	Modules 2 & 3
April 18	9:00 - 12:00	Module 4
April 25	9:00 - 12:00	Module 5
May 2	9:00 - 4:00	Modules 6 & 7
May 9	9:00 - 12:00	Module 8

Tuition: \$495 per person.

Thanks to the sponsorship of Wells Fargo, **partial scholarships are available** to eligible individuals. Applications are reviewed to ensure competitive conflicts are minimized.

Application *(Fax or email completed application to address at left.)*

Name: _____

Business Status (check one) Planning Stage Established Business

(If Established) Business Name _____ Start Date: _____

Address _____

City: _____ State: ____ Zip: _____

Phone (____) _____ Email _____

Description of Business _____

Program Starts April 4, 2014 - Apply Today!