



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. SBDC StartSmart will show you the way.

SBDC StartSmart Gets Results:

- Evaluate and refine your business concept
- Improve your knowledge of business fundamentals
- Conduct research about your markets and competition
- Develop a thorough, yet practical business plan
- On-going consulting from SBDC professionals keeps you on track

SBDC StartSmart was developed by The Georgia SBDC Network. Utilizing award winning educational materials by national author Rhonda Abrams and ideas from other leading experts.

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 8 three-hour sessions, learn to evaluate and implement your vision by creating a thorough, well researched business plan.

SBDC StartSmart covers these important topics in eight high-energy, interactive sessions:

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

Gainesville Program: February 28 — April 17, 2012



The University of Georgia

For More Information
770-531-5681
www.georgiasbdc.org/sbdcstartsmart

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The StartSmart Program:

Module 1: Foundations for a Successful Business

Participants explore the factors of a successful business including identifying their own entrepreneurial motivation and validating their business concept. They will refine their business concept, being certain their business will achieve their personal objectives and have a good chance for long-term success. After an overview, they will begin the business planning process.

Module 2: Marketing Research & Analysis

Planning begins with development of the company description, legal status, products and services, management and leadership, and location. Participants will also complete their mission statement. Research and analysis of the industry will include evaluation of industry standards and trends. They will define and begin research on their target markets.

Module 3: Capturing the Market

Market penetration strategies are developed. Participants will research and identify their competition and determine their competitive position. They will define their strategic position and evaluate their business risks by preparing a SWOT analysis. Based on this internal and external assessment, participants will prepare a realistic, cost-effective marketing and sales strategy.

Module 4: Efficient Operations

Participants analyze the day-to-day operations, documenting routine processes and identifying opportunities for more efficiency. They will develop an overall technology plan by completing a needs assessment. They will identify the organization's management team, and consider ways 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 personal 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

Participants will update and refine their financial projections, producing a projected income statement, balance sheet and cash flow statement. In addition, they will calculate break-even analysis and determine if they will need outside financing to implement the plan.

Module 7: Bringing it All Together

Participants will complete the Executive Summary, develop the "Elevator Pitch", and update the business plan draft. 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: Implementing and Presenting the Plan

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



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

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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 questions and 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. Contact the SBDC at (770) 531-5681 or write: Director, UGA SBDC 999A Chestnut St. Gainesville, GA 30501

Location:

UGA SBDC, 999A Chestnut St.
Gainesville, GA 30501

Tentative Dates:

February 28, 2012	Module 1
March 6, 2012	Module 2
March 13, 2012	Module 3
March 20, 2012	Module 4
March 27, 2012	Module 5
April 3, 2012	Module 6
April 10, 2012	Module 7
April 17, 2012	Module 8

Time: 5:00 - 8:00 p.m.

Tuition: \$495* per person

Applications are reviewed to ensure competitive conflicts are minimized.



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*Thanks to the sponsorship of Wells Fargo, partial scholarships are available to eligible business owners.

Application Form

(Fax or mail completed application to fax number or address listed on the left.)

Last Name _____ First Name _____

What is the status of your business? (check one) Planning Stage Established Business

(If Established) Business Name _____ Start Date: _____

Mailing Address _____

Fax (____) _____ Email _____

Description of Business _____

Program Starts February 28, 2012 - Apply Today!



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