



FAST TRACK BUSINESS START UP

1) Creating a Winning Business Plan

Fee: Free

A business plan is the key tool for all phases of a business from startup to expansion. The components of a business plan are executive summary, cover letter, organization plan, financial and supporting documents which are all necessary for obtaining SBA loans or loans from venture capitalists and angel investors. This seminar entails the preparation of a sound and detailed business plan which is necessary for managing a business more effectively.

Dates: Tuesday(s)

Time: 11:00 AM

Location: WPU SBDC, 131 Ellison Street Paterson, NJ 07505

2) Are you an Entrepreneur?

Fee: Free

Are you ready to start a business? Learn what steps you need to take and what to look out for.

The business startup seminar helps you to know how to discover your personal strengths and weaknesses and to understand your business needs. This seminar provides the entrepreneur with tools, reference materials, and additional sources for information on starting a business.

Dates: Monday(s)

Time: 11:00 AM

Location: WPU SBDC, 131 Ellison Street Paterson, NJ 07505

3) Financial Planning

Fee: Free

This workshop will provide the entrepreneur with tools, reference materials, and additional sources for information on financial management. This financial planning workshop introduces tools and processes focused on answers to the following questions facing the entrepreneur.

- Will I be profitable?
- When will I be profitable?
- How much funding is needed and the possible sources?

Date: Wednesday(s)

Time: 11:00 AM

Location: WPU SBDC, 131 Ellison Street Paterson, NJ 07505

4) Strategic Marketing Planning

Fee: Free

In this course you will learn how to produce the most important mapping tool for your business: The Marketing Plan. It offers an overview of marketing strategies, a review of traditional and digital media; how to create a marketing budget and measure results.

Who this class is for: This course is for entrepreneurs who plan to launch their business and want to learn the basic principles of marketing in today's world.

Date: Thursday(s)

Time: 11:00 PM

Location: WPU SBDC, 131 Ellison Street Paterson, NJ 07505