Small Business Entrepreneurship Credential

Are you interested in finding out how to get your business idea funded?
If your answer is yes, this course will put you on the right track! The Entrepreneurship Credential is an accelerated, seven-step, intensive five-week course designed to help aspiring entrepreneurs and existing small business owners craft a mini-business plan and pitch that bankers and investors would desire to fund. Students will come away each week with an actionable plan that leads to success.

**Week 1 - How to Start a Successful Business or New Line of Business (Business Setup and Networking Plan)**
During this week students will learn how to set up the right structure for their business and determine if their business idea has a potential to be profitable. Part two of this class will focus on networking. Many entrepreneurs spend hours networking by passing out business cards. In this class, students will craft an actionable plan that will help them make real connections that lead to real sales.

**Week 2 - Create a Dynamic Marketing Plan for Your Business (Marketing Plan)**
During this week students will learn how to create a one-page marketing plan and identify the right target audience and market fit. Students will be able to determine their pricing models, identify the right success factors, create a sales strategy and explore industry trends and forces.

**Week 3 - Running Your Startup and Building the Right Team (Operational Plan)**
Often entrepreneurs find it difficult to grow businesses, because they start operations without an Operational Plan. In this class, students learn why having an Operational Plan is necessary and is key to growth.

**Week 4 - Create a Winning Financial and Strategic Plan to Get Funding for Your Business (Financial Plan and Executive Summary)**
In this class, students will learn about the elements of creating a good strategic plan and will write a financial plan that can get them funded and an executive summary they can use to pitch bankers and investors.

**Week 5 - Learn How to Pitch Your Business Idea to Get Funded (Your Pitch)**
Students in this class will learn how to look for investors and get an opportunity to pitch their business idea and receive feedback from their peers.

**Program Details**
* Sept. 14 - October 12, 2019
* 8:30 a.m. - 2 p.m. | Saturdays
* Georgia Piedmont Technical College
  Clarkston Campus | 495 N. Indian Creek Drive
* Course cost | $29.00

For more information or to register, please contact:
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