



**Northeastern California
Small Business Development Center (SBDC)
at Butte College**



New Venture Entrepreneurial Series

January, February & March 2012

Essential, in-depth trainings for individuals thinking about starting a new business and new business owners:

Business Assessment & Overview • Marketing Analysis • Cost Analysis • Business Planning Strategies

Requirements: In business for less than one year or thinking about starting a business. Attend complete series to prepare for one-on-one business consulting and obtain **Certificate of Completion.**

Cost: Cost for New Venture Entrepreneurial Series (4 workshops) is **\$50 prepaid** or **\$60 at the door.** New Venture Entrepreneurial Series includes New Business Orientation, Market Analysis, Business Plan Overview, and Cost Analysis.

Time: **See back** for complete schedule (**Times, Dates and Locations**).

Information: **Pre-registration is required,** space is limited. All workshops start promptly at scheduled time. Late arrivals will be rescheduled for the next training.

Part I - New Business Orientation

A 2-hour workshop that provides prospective and new business owners an overview on what it takes to start and run a small business, resources available in your communities, legal requirements, loan information and much more.

Part II - Market Analysis

A 2-hour workshop focusing on how to assess your: Industry ~ growth, size, spending habits, market potential; Target Market ~ profiles, trends, reach, strategies; and Competition ~ who, what, why. Includes hands-on activities, brainstorming and more.

Part III - Business Plan

A 2-hour workshop concentrating on an overview of the business plan, purpose, content and preparation for obtaining a loan or for better direction. Topics include; business, product & service descriptions, market information & analysis, advertising, management & personnel, facility, financial statements & projections and future planning.

Part IV - Cost Analysis

A 2-hour workshop highlighting how to calculate and analyze: Start-up Costs ~ one time expenses, needs versus wants, creating an accurate list; Operating Expenses ~ fixed and variable costs, accurate projections, monthly costs, and business financial viability essentials in obtaining a loan and planning for direction.

For additional information or to register please call or log on to:
Northeastern California Small Business Development Center (SBDC) at Butte College:
19 Williamsburg Lane, Chico • 530/895-9017
www.bcsbdc.org • www.buttecollegesbdc.com

New Venture Trainings 2012 January, February & March

First Quarter New Venture Series

In-depth business start-up trainings & Certificate of Completion.

January New Venture Series

New Business Orientation	Wednesday, January 11	8:30am - 10:30am
Market Analysis	Wednesday, January 18	8:30am - 10:30am
Business Plan Overview	Wednesday, January 25	8:30am - 10:30am
Cost Analysis	Wednesday, February 1	6:00pm - 8:00pm

Location: Northeastern California SBDC at Butte College • 19 Williamsburg Lane • Chico

Cost: \$50 per person prepaid • \$60 per person at the door

February New Venture Series

New Business Orientation	Wednesday, February 8	8:30am - 10:30am
Market Analysis	Wednesday, February 15	8:30am - 10:30am
Business Plan Overview	Wednesday, February 22	8:30am - 10:30am
Cost Analysis	Wednesday, February 29	6:00pm - 8:00pm

Location: Northeastern California SBDC at Butte College • 19 Williamsburg Lane • Chico

Cost: \$50 per person prepaid • \$60 per person at the door

March New Venture Series

New Business Orientation	Wednesday, March 7	8:30am - 10:30am
Market Analysis	Wednesday, March 14	8:30am - 10:30am
Business Plan Overview	Wednesday, March 21	8:30am - 10:30am
Cost Analysis	Wednesday, March 28	6:00pm - 8:00pm

Location: Northeastern California SBDC at Butte College • 19 Williamsburg Lane • Chico

Cost: \$50 per person prepaid • \$60 per person at the door

For a list of New Business Orientations offered in your area please contact
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Paid for under the current Cooperative Agreement with the U. S. Small Business Administration and the CSU, Chico Research Foundation. This material is based on work supported by the U. S. SBA. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the U. S. Small Business Administration. This program is extended to the public on a nondiscriminatory basis and special arrangements are available to individuals with disabilities if requested in advance.

