



Columbia Area SBDC
 1225 Laurel Street 3rd Floor
 Columbia, SC 29201
 Phone 803-777-5118
 Fax 803-545-0079

Website: www.USCRegionSBDC.com
 Email: uscsbdc@mailbox.sc.edu

Entrepreneur (Startup) Info Session - 2012

DURING THIS SEMINAR, YOU WILL LEARN ABOUT & DISCUSS:

Is Entrepreneurship for you?
 Business Myths
 Four Essential Friends
 The Mission Statement & Goals
 SWOT Analysis
 Eight reasons to do a Business Plan
 The Business Plan Outline
 Competitive Positioning
 National Market Research
 Local Market Research
 Marketing plan: reaching the customers
 The Operating Plan

The Management Team
 The Financial Projections
 The Appendix
 Legal Structures of Businesses
 Liability Concerns
 Financing Your Business
 Sources of Capital
 Credit Scores & Credit Repair
 Licensing & Registration
 Keeping it legal: Home Office, Travel,
 Entertainment, Gifts and Car Expenses

This workshop is repeated monthly on the following dates.

<u>Date</u>	<u>Begins</u>	<u>Ends</u>	<u>Date</u>	<u>Begins</u>	<u>Ends</u>
Wed Jan 25, 2012	9:30 am	12:00	Wed July 25, 2012	9:30 am	12:00
Wed Feb 22, 2012	** Post Poned **		Wed Aug 22, 2012	9:30 am	12:00
Wed Mar 28, 2012	9:30 am	12:00	Wed Sept 26, 2012	9:30 am	12:00
Wed Apr 25, 2012	9:30 am	12:00	Wed Oct 24, 2012	9:30 am	12:00
Wed May 23, 2012	9:30 am	12:00	Wed Nov 28, 2012	9:30 am	12:00
Wed June 27, 2012	9:30 am	12:00			

LOCATION:

Normally in the 4th Floor Conference Room at the USC Technology Incubator,
 1225 Laurel St, Columbia SC 29201 (corner Laurel and Sumter streets)

PARKING

FREE parking is available on 3 sides of the building. If entering parking-lot from Laurel Street, please DO NOT USE the first three spots. Ignore other "reserved" spots. They are yours to use.

REGISTRATION:

\$35 in advance, \$45 at the door. Register online at www.USCRegionSBDC.com

We gladly accept Visa, Master Card, check, exact cash or money order.

Checks: make payable to USC Region SBDC and send to address above.

Be sure to record on the check the date you want to attend.

"The South Carolina SBDC is partially funded under Cooperative Agreement No. 2-603001-Z-0043-12 by the U.S. Small Business Administration." The Small Business Development Center (SBDC) operates in partnership with the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute an expressed or implied endorsement of the co-sponsor(s) or participants' opinions, products or services." All SBDC programs are non-discriminatory and available to individuals with disabilities.
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