



Durango Leading Edge Entrepreneurial Training

"It's Been Proven That The Entrepreneur Who Plans Is The Entrepreneur Who Succeeds..."

The NxLevel™ for Entrepreneurs Course is a 12-session intensive training program designed to encourage business expansion in a community. The course focuses on teaching the art of better business practices, while producing a comprehensive business plan. Sections of the business plan are then evaluated throughout the course. This coordinated process provides a method for alerting you to any weaknesses in your business plan development, and ultimately moves toward keeping and growing a successful venture.

Starting: Thursday, September 2, 2010

Time: 6 pm to 9 pm

Location: Room 110, Education Business Building, Fort Lewis College

Tuition: \$280 for the class
\$ 50 per session
\$420 for the class with college credit

Registration

To register for the NxLevel training, download the two-page registration form from:

<http://soba.fortlewis.edu/sbdc/seminar.htm>

Then, mail, fax, or deliver to:

Small Business Development Center

1000 Rim Drive, EBH 140

Durango, CO 81301

Phone: 970-247-7009; Fax: 970-247-7205

<http://soba.fortlewis.edu/sbdc>;

asano_1@fortlewis.edu

Session Outline

1. **Sept. 2—Introduction, Overview & Entrepreneurship:** gain understanding of the NxLevel™ Business Plan and start developing the business mission statement, goals, and objective.
2. **Sept. 9—Planning & Research: Entrepreneurial Essentials:** begin market/industry research through identification and usage of research resources.
3. **Sept. 16 -Organizational Matters: Management & Legal Structure:** explore legal and organizational topics including: legal structures, government taxes and regulations, risk management and employee issues.
4. **Sept. 23—Marketing-“Behind the Scenes”: Analysis & Understanding:** learn key concepts of analyzing your market including customer profiling and competitive analysis.
5. **Sept. 30—Marketing-“On Stage”: Strategies, Tactics & Implementation:** develop marketing strategies around the product, pricing, promotion and distribution elements of your business.
6. **Oct. 7—Financial Overview: Books, Records & Controls:** understand basic financial statements and their uses.
7. **Oct. 14—Managing Your Money: Financial Planning, Budgets & Assumptions:** understand how to develop and derive feedback from budgets.
8. **Oct. 21—Managing Your Money: Developing and Using Cash Flow Projections:** learn to prepare and use the ultimate “management tool”—cash flow projections.
9. **Oct. 28—Understanding and Using Your Financial Statements:** take the mystery out of the income statement, balance sheet, and other financial statements by learning how to use the numbers
10. **Nov. 4—Financing Your Business: Alternative Sources of Money:** evaluate financing options and determine which are best for you.
11. **Nov. 11—The Deal Making Process: Negotiating in the Real World:** develop and understand the negotiating process and techniques.
12. **Nov. 18—Your Business Future: Managing Growth and Plan Completion:** what's next? Growth? Expansion? What's your business' future?

Scholarship

Region 9 EDD will sponsor a student for the Leading Edge Training with a free tuition valued at \$280. To apply, please download the application from the SBDC website at <http://soba.fortlewis.edu/sbdc/seminar.html>. Then mail or fax the application with a one-page written narrative describing your business background, why you need the scholarship, and how it will help you achieve your business goals. In addition, if a student completes the NxLevel Entrepreneurial Training and creates an acceptable business plan, then the student will receive a \$100 reimbursement scholarship. Please note that only one scholarship will be awarded per participating business. Submit the application and narrative to: Joe Keck, SBDC, 140 Education Business Building, 1000 Rim Drive, Durango, Colorado 81301; Fax: (970) 247-7205.

"Helping Entrepreneurs Reach The Next Level of Success..."



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