

Thinking about starting your own business? The Small Business Development Center is here to help. Plan to attend this interactive session to learn more about whether entrepreneurship is right for you.

Spend one evening getting a clear picture of what it's really like to run a small business. Assess your own strengths and weaknesses as a business owner. Learn how to analyze the potential for your business idea. Discover what information you need and where to find it.

This program is designed for people who have not yet started a business, but is also a significant value to those in the start-up or early stages of forming a company.

Class Instructor:

Paul Van Auken

You will learn how to answer these questions:

- Do you have the right personality, skills and life situation to start and manage a business?



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- What kind of investment will be necessary to start your business?



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- What steps do you need to take to approach bankers and other potential funding sources?



Class Agenda

Is Entrepreneurship For You?

- Business Myths
- Who Are Entrepreneurs?
- Why Do People Become Entrepreneurs?

How Much \$\$\$ Do I Need?

- Estimating Start-up Expenses
- Estimating Operating Expenses
- Break-Even Equation
- Sources of financing

How Do I Get Started?

- Estimating Your Personal Finances
- Consolidating Materials
- Establishing Contact Information
- Obtaining an EIN/State Withholding Number
- Choosing a Business Form
- Hiring Professional Services

Why Do I Need a Business Plan?

Where Can I Find Market Research?

How Do I Write My Plan?

Watertown Class Information:

2006 Class Dates

Classes every 2nd Tuesday of the month:
1/10-2/14-3/14-4/11-5/9-6/13-7/11-8/8-
9/12-10/10-11/14-12/12

Class Time

6:30 – 9:00pm

Class Location

Watertown Senior & Community Center
514 S. First Street
Watertown. WI 53094

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Small Business Development Center
University of Wisconsin-Whitewater
402 McCutchan Hall
Whitewater, WI 53190

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UNIVERSITY OF WISCONSIN-WHITEWATER
College of Business & Economics

**SMALL BUSINESS
DEVELOPMENT CENTER**

The
First
Step...

towards starting a business.

Watertown



There is no charge for attending First Steps, but you must register in advance. Contact the SBDC (262-472-3217) or e-mail ask-sbdc@uww.edu to register. Or, fax (262-472-1600) or mail the form below.

Name _____
Address _____

Phone _____
Email _____
Class Location _____
Date Attending _____
Minority Classification _____
What is your business idea? _____

All of SBA's programs and services are extended to the public on a non-discriminatory basis. Special arrangements for the handicapped will be made if requested in advance. The Wisconsin SBDC is a collaborative effort of the University of Wisconsin - Extension and the University of Wisconsin - Whitewater and is partially funded under Cooperative Agreement No. 6-7770-0056 16 by the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute an express or implied endorsement of any cosponsor(s)' or participants' opinions, findings, conclusions, recommendations, products or services.