

# DREAM OF STARTING YOUR OWN BUSINESS?

March 1<sup>st</sup> – March 29<sup>th</sup>

**SCORE** 

**WORKSHOPS**

FOR THE LIFE OF  
YOUR BUSINESS

## Making the Go/No-Go Startup Decision

*A 5-part workshop series*

Test your new business idea during a weekly workshop series, five Wednesdays, March 1 - 29, 6-9 p.m., at YWCA Greater Harrisburg's Center for Employment, Education and Entrepreneurial Development (CEEED), 1301 Derry Street, Harrisburg, PA, 17103. Designed and led by Susquehanna SCORE, the region's leading provider of business mentoring and education, the SCORE business start-up specialists will give you the tools and information to determine if your idea is ready to become a new business.

**WEEK 1** **3/1** 6:00-9:00pm  
**Concept**

Introduce your business ideas (Note: Peer and leader confidentiality is always respected during the sessions.) We will discuss: Entrepreneurship, Critical Success Factors, Knowing Your Options, Components of Business, Evaluation Tools, and Making It Legal.

**WEEK 2** **3/8** 6:00-9:00pm  
**Advertising & Marketing**

Draft your 30-second elevator pitch; review pricing strategies; and define target markets. Discuss The 4 "Ps" of Marketing; Advertising vs. Marketing; Networking & PR; Social Media and Web Presence.

**WEEK 3** **3/15** 6:00-9:00pm  
**Funding & Financials**

Understand credit and learn about all the possible funding options, from traditional to emerging; and survey the financial basics (P&L, Cash Flow, Balance Sheet, etc.).

**WEEK 4** **3/22** 6:00-9:00pm  
**Sales & Management**

Lay out a sales strategy for your product or service. Draft a management plan for your business: operational, administrative, and organizational. Discuss HR, including recruiting, hiring, training, and terminating; pros and cons of part-time and full-time employees.

**WEEK 5** **3/29** 6:00-9:00pm  
**Presentations**

Put it all together with a panel of subject matter experts; share Q and A time with experts and peers; make a 3-5 minute presentation of your business; and receive a certificate for workshop completion.

All conversations during these workshops are held in the strictest of confidence. However, attendees can feel free to discuss as much or as little of their business details as they want to in front of their fellow classmates. Individual mentoring will be available to all attendees.

**ALL SESSIONS ARE HELD AT CEEED**  
**Center for Employment, Education and Entrepreneurial Development**  
**1301 Derry Street, Harrisburg, PA, 17103**

**REGISTRATION  
REQUIRED**

**REGISTER ONLINE AT**  
**SUSQUEHANNA.SCORE.ORG**

**OR**  
**CALL SUSQUEHANNA SCORE**  
**(717) 845-8830**

**ALL 5  
SESSIONS  
FOR ONLY  
\$20.00**

**PAST AND PRESENT  
MILITARY IS FREE**