

**Build and Grow Your Business**

*You have a dream to own a thriving, successful business. With our Entrepreneurial Training Program, you'll have the knowledge, tools and resources to make your dream a reality. Whether you're just starting out or have been in business for awhile, we'll show you how you can grow your business. You'll learn how to advance along each step of the way, learning key insights into your marketplace and customers. By the conclusion of the course, you'll have a viable business plan and the essential business skills you'll need for the future.*

**Sign up today!**

**Enrollment is limited**



GCDC is a multi-jurisdictional economic development corporation formed to bring professional economic development expertise to its member communities to create a competitive advantage to spur job creation and new investments.

The Wisconsin Small Business Development Center is a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs.



**Your chance at success**

# DOUBLES

**by taking this course!**

In Wisconsin, 20% of clients who use SBDC consulting services start a business.  
**ETP participants have a 40% start rate!**

35

Percentage of those who complete our Entrepreneurial Training Program who go on to start a new business

Percentage of our program graduates who complete a business plan

80

100 percent

Almost all those taking our ETP seminar are still in business after 2 years. That's compared to the 70% we typically see from those who haven't taken our course.

## What YOU WILL Get :

- Weekly classes focusing on essential topics
- Individual planning with professional business consultants
- Networking with presenters and classmates

Green County Development Corporation and the Southwestern Wisconsin Small Business Development Center

## Entrepreneurial Training Program

A weekly session for new and existing businesses



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## **Entrepreneurial Training: The Help You Need to Start and Grow Your Business in 8 Weeks**

The Entrepreneurial Training Program is an intensive class and consulting process that helps qualified applicants start their business or grow their existing business.

ETP's unique format offers participants three key features:

- ◆ Evening classes meet weekly for eight weeks. A graduation ceremony at the conclusion of the program celebrates your accomplishment.
- ◆ Individual business planning, with the help of SBDC consultants, results in a high-quality business plan suitable for a bank presentation.
- ◆ Networking with presenters and classmates allows participants an opportunity to share and grow.



### **Information You Need**

The Entrepreneurial Training Program covers a wide variety of topics, giving you a solid foundation in all aspects of running your business. We bring together specialists in a broad array of pertinent subject areas to present relevant, timely information in their respective fields. This gives you greater access to experts in lending and banking, accounting, legal affairs, marketing and more.

### **Topics Covered**

What will you learn during the 8-week program? In short, everything you need to start your business and/or grow your existing business. Some examples of potential topics are:

- *Business Model Canvas: Develop Your Business Model*
- *Empathy Model: Get to Know Your Customer Segment*
- *Understanding Your Industry & Market*
- *Legal Issues in Small Business*
- *Marketing Basics: Web Navigation & Social Media Marketing*
- *Human Resources Management Basics & Business Operations Overview*
- *Accounting & Record-Keeping Overview*
- *Obtaining a Bank Loan & Alternative Financing*

### **Tuition Reimbursement**

The cost of this intensive, hands-on entrepreneurial training is \$1,000 per participant. A generous tuition reimbursement grant of \$750 per person is available



from the Wisconsin Economic Development Corporation for successful completion of the program. To qualify, applicants must submit a business plan and score at least 70%, and complete two business model canvases and an empathy map. Consultants will provide class participants with instructions and guidance to complete their business plans—the majority of the plan will be completed during training.

## **Build and Grow Your Business**

Classes are 6 to 8:30 p.m.  
Tuesdays

Sept. 18 to Nov. 6

All classes held at the  
Enterprise Center, Monroe

A special graduation ceremony will be held  
Tuesday, Nov. 13

**TO REGISTER:**

**CALL GCDC at 608.328.9452 or email  
gcdc@tds.net**