



# Leading Edge Entrepreneurial Training

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

WELLS FARGO



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 11th

**Time:** 6 PM to 9 PM

**Location:** Fort Lewis College; EBH 118

**Tuition:** \$280 for the class  
\$395 for class plus college credit  
\$ 50 per session

## Registration

To register for the NxLevel training, visit our website at:

<http://www.coloradosbdc.org/center.aspx?center=2170>.

Or contact the:

**Small Business Development Center**

1000 Rim Drive, EBB 140

Durango, CO 81301

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

<http://soba.fortlewis.edu/sbdc>; [sbdc@fortlewis.edu](mailto:sbdc@fortlewis.edu)

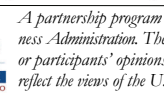
## Session Outline

- September 11**—*Introduction, Overview & Entrepreneurship*: gain understanding of the NxLevel™ Business Plan and start developing the business mission statement, goals, and objective.
- September 18**—*Planning & Research: Entrepreneurial Essentials*: begin market/industry research through identification and usage of research resources.
- September 25**—*Organizational Matters: Management & Legal Structure*: explore legal and organizational topics including: legal structures, government taxes and regulations, risk management and employee issues.
- October 2**—*Marketing- "Behind the Scenes": Analysis & Understanding*: learn key concepts of analyzing your market including customer profiling and competitive analysis.
- October 9**—*Marketing- "On Stage": Strategies, Tactics & Implementation*: develop marketing strategies around the product, pricing, promotion and distribution elements of your business.
- October 16**—*Financial Overview: Books, Records & Controls*: understand basic financial statements and their uses.
- October 23**—*Managing Your Money: Financial Planning, Budgets & Assumptions*: understand how to develop and derive feedback from budgets.
- October 30**—*Managing Your Money: Developing and Using Cash Flow Projections*: learn to prepare and use the ultimate "management tool"—cash flow projections.
- November 6**—*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.
- November 13**—*Financing Your Business: Alternative Sources of Money*: evaluate financing options and determine which are best for you.
- November 20**—*The Deal Making Process: Negotiating in the Real World*: develop and understand the negotiating process and techniques.
- November 27**—*Thanksgiving No Class*
- December 4**—*Your Business Future: Managing Growth and Plan Completion*: what's next? Growth? Expansion? What's your business' future?

## Scholarship

Region 9 Economic Development District will sponsor a student for the Leading Edge Entrepreneurial Training with a free tuition valued at \$280. To apply for the scholarship, please download the application from the SBDC website at <http://soba.fortlewis.edu/sbdc>. 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. Submit the application and narrative to: Joe Keck, Small Business Development Center, 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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