



1. The Draft

- A triage of entrepreneurial traits, backgrounds and abilities

2. Kick-off

- An orientation to candidates of the program
- Assessment of entrepreneurial assets - “Fit Gap”

3. Huddle

- Are you developing your concept and idea?
- Are you ready to launch a business?
- Do you need to reboot your existing business?

A one-on-one coaching of business feasibility and personal SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

4. On the Field

- The “Stepping Up to New Opportunities” Series

Classes that offer real life business knowledge and concepts from a cast of entrepreneurs and business professionals.

5. Game Plan

- Tackling the components of completing a successful business plan

6. Touchdown

- Preparing businesses to score their successful launch

7. Field Goal

- Understanding as an employee how to work in a micro-enterprise environment

8. Chalk Talks

- Resources and support for continued success

9. Leader Groups

- Alumni, peer-to-peer “Cupiding” (connecting) opportunities

Rock County 2010

“Stepping Up to New Opportunities” Series

Six weeks of classes

2010 Spring Session-Beloit

1:00-4:30pm

April 15, 22, 29

May 6, 13, 20

2010 Spring Session-Janesville

9:00am-12:30pm

April 9, 16, 23, 30

May 7, 14





Course Content

- Entrepreneurial Assets
- The Planning Process
- Building Your Enterprise Team
- Business Goals, Values and statements
- Market Analysis
- Marketing Methods
- Reaching your customers
- Building Your Image
- Human Resources
- Protecting Your Assets
- Operations

Content Continued

- Technology & Communication Planning
- Managing Business Stages
- Personal Credit & Budgeting
- Financial Concepts
- Money for Your Business
- Survival Tips
- Resources

Consultations

Individual consulting between participants and course facilitators will occur throughout the six-week program and beyond.



Rock County E-Hub is a collaborative effort between Southwest Wisconsin Workforce Development, the University of Wisconsin-Whitewater Small Business Development Center and the E-Hub organization.

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