

**FOR IMMEDIATE RELEASE****March 26, 2019**

## **2019 Spring Entrepreneurship Workshop Series Start Your Own Small Business!**

Southwestern Wisconsin Community Action Program (SWCAP) is holding a 6 week workshop series providing hands-on, step-by-step instruction to help entrepreneurs create a business and marketing plan, build financial projections, explore finance opportunities, and expand their business network.

People will gain valuable insights as they talk with industry professionals and learn the ins and outs before starting a small business. This is a great opportunity to meet face-to-face with experts, including a business attorney, commercial lender, marketing experts, and small business owners from the area. The workshop series eliminates the mystery of how to get started and provides a solid foundation of knowledge, tools, and networking. It is designed to offer individualized planning for a broad spectrum of businesses from in-home child care facilities to specialty businesses. Attendees should have a business idea to launch or a small business they want to grow. The 6 week workshop series consists of:

1. **IDEATE:** Move from idea to business concept.
2. **POSITION:** Market research – know your value proposition.
3. **COMMIT:** Business modeling – legal, pricing, revenue stream.
4. **BUILD:** Connections are key – your team & lender(s).
5. **REFINE:** Balance Sheet, cash flow, projection analysis.
6. **LAUNCH:** Putting it all together into a great pitch!

**DATE:** Tuesday Evenings, 6pm to 9pm - April 23 through May 28, 2019

**WHERE:** Richland Center SWTC Outreach Center, 2622 Executive Lane, Richland Center, WI

**COST:** \$250 Series Registration Fee / Fee reduced based on income / ability to pay

**Registration Deadline:** April 17, 2019

### **For Information & Registration Contact:**

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SWCAP's Jobs & Business Development is the regional partner of WISCAP Jobs & Business Development (JBD) Program. Collectively we have created over 2,500 new small businesses across the state, created over 6,000 new jobs, and since 2006 leveraged over \$9.98 million in loans for small businesses. Creating jobs and building Wisconsin one small business at a time!