

INNOVATORS, TECH ENTREPRENEURS and BUSINESS OWNERS



An intensive, 5-session program designed to help you discover what you need to consider starting, operating, funding or growing a technology or life sciences based business.

KEY OBJECTIVES

Determine market opportunities and business strategies for advanced technologies and tech-venture businesses.

Learn the importance of protecting your intellectual property.

Define your target customers.

Develop a strong business and marketing plan, elevator pitch and investor/bank presentation.

Discover how to build an outstanding management team.

Calculate your funding needs and ways to obtain it.

PROGRAM BENEFITS

Learn from knowledgeable, experienced entrepreneurs.

Discover the tools needed to evaluate the feasibility of your tech-venture business idea.

Learn new concepts to apply to your business each week

Develop your team and build a network.

Opportunity for GLEQ business plan competition.

Access to advanced, individualized, one-on-one business counseling through MI-SBTDC™ Business Consultants and Tech Teams.

SUMMER/FALL 2011 SESSION

WHEN: Five Thursday Evenings
Aug. 25 and Sept. 1, 15, 22 and 29, 2011
5:30 p.m. - Dinner is Included
6 p.m. - 10 p.m. - Session

WHERE: Hosted by IEUTER INSURANCE GROUP
424 Townsend
Midland, MI 48640

COST: \$140* per participant (non-refundable)
Includes workbook, binder and dinner

** Thanks to grant funding from the Michigan Department of Energy, Labor & Economic Growth (DeLEG) REC program through Saginaw Valley State University (SVSU) and the Michigan State University Broadband Technology Opportunity Program (BTOP), the registration fee for the program has been reduced from \$700 to \$140.*

SPACE IS LIMITED -

Register early online www.misbtdc.org/training
or call (989) 686-9597.

Registration and payment deadline - Aug. 12, 2011

PROGRAM FEATURES

5 evening sessions over 6 weeks (*no session Sept. 8, 2011*)

Learn by Doing! Hands on learning experience and small group activities.

Text and online training materials are from the nationally recognized FastTrac® TechVenture™ program proven through use with thousands of businesses.

SPONSORS



Funded in part through a cooperative agreement with the U.S. Small Business Administration.



FACILITATED BY

Sandra Cochrane, Certified FastTrac® TechVenture™
Facilitator and MI-SBTDC™ Technology Consultant

Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.

COMING SOON ... TECHNOLOGY-BASED BOOT CAMP



Feet on the Street
Serving Small Businesses



www.misbtdc.org

Don't let your spot go to someone else! Space is limited. Deadline is approaching to enroll in the FastTrac® TechVenture™ Boot Camp at IEUTER INSURANCE GROUP!

Who should attend?

Innovators, Tech-Based Entrepreneurs, and Technology/Life Sciences Business Owners

Why?

Participants test the validity of their tech-based and life sciences business idea through market research and proven business strategies. Existing tech-based and life sciences business owners can improve their business planning skills, enhance their customer base and work toward securing long-term longevity.

What is it?

An intensive, 5-session program designed to help you discover what you need to consider starting, operating, funding or growing a technology or life sciences based business.

When and where does it take place?

Aug. 25 and Sept. 1, 15, 22 and 29, 2011 (no session on Sept. 8, 2011)

Dinner is provided at 5:30 p.m.

Each session runs from 6 p.m. to 10 p.m.

Hosted by: IEUTER INSURANCE GROUP, 424 Townsend, Midland, MI 48640

Value of the program:

\$700; however, thanks to grant funding from the Michigan Department of Energy, Labor & Economic Growth (DeLEG) REC program through Saginaw Valley State University (SVSU) and the Michigan State University Broadband Technology Opportunity Program (BTOP), the registration fee for the program has been reduced from \$700 to \$140.

Cost to participate:

\$140 (non-refundable)

Program Benefits:

- An opportunity to test the feasibility of your business idea while building a solid business and marketing plan through a time-tested program and formula used by thousands of businesses.
- Access to new business tools, concepts and resources for business development and professional growth.

What's in it for YOU?

- Study tools that include a handy workbook, binder and online toolkit.
- Learning from knowledgeable, experience entrepreneurs. The class is facilitated by Sandra Cochrane, Certified FastTrac® TechVenture™ Facilitator and MI-SBTDC™ Technology Consultant.
- Networking with key business professionals from the area, hands-on and small group activities and much more!
- An opportunity to participate in the GLEQ business plan competition.

Deadline:

Registration and payment is due by Aug. 12, 2011.

For more information or to register:

Contact the MI-SBTDC™ Great Lakes Bay office at (989) 686-9597 or sign up at www.misbtdc.org/training.

