



Small Business Startup

Everything You Need to Know to Get Started

October 15, 2007

Business Plan Intro and Finances (9:00 - 10:30am)

Spend the morning networking with our small business owners and learn the requirements of every business plan. Bill Erichson from Pacific Training Innovations will cover the 7 key steps to a successful plan: The Executive Summary, Product and Purpose, Market Research & Strategies Business Operations and Financial Planning and Strategies. Participants will be introduced to the concepts of a Starting Balance Sheet, a break-even Income Statement and an introductory Cash Flow Forecast.

Market Research (10:45 - 12:00pm)

Learn how to conduct market research, competition and industry analysis. Decide if your business idea is worth pursuing. Cerina Wheatland, Business Service Officer, Market Research will assist you with your research and introduce you to the tools that Small Business BC has to offer.

Pitch your Plan (12:00 - 2:00pm)

Come prepared to Pitch Your Plan to industry specialists. Each registrant will be given 3 minutes to present their business idea and receive feedback in areas of finance, understanding your market, operations and business development. Panelists include representatives from Pacific Training Innovations, Coast Capital Savings, Make It Business, Small Business BC and Oyen Wiggs Green and Mutala, LLP. Hosted by Dean Barbour.

Marketing and Branding (2:00 - 4:00pm)

Establish and meet your market as part of your business plan. Learn the importance of brand identity and the impression it has on your client base. Victor Chew Wong, Publisher of Make It Business will help you identify how to create effective marketing messages and teach you tools for attracting customers to your brand and place yourself in the market.

OR

Financial Resources (2:00 - 4:00pm)

Do you need money to finance your new small business venture? Want to know more about loans and what venture capital opportunities are out there? This seminar will describe the many options to help you and your business get started and grow. Presented by Danette Harkness, Small Business Specialist for Coast Capital Savings.

Full Day Workshop

Monday October 15, 2007 9-4pm

\$99

With the Full Day Workshop you get:

- Access to all seminars and workshops for the day
- Pitch Your Plan panel luncheon priority
- Complimentary Perfect Your Pitch 3 hour workshop, Oct 12
- Lunch
- Promotion of your business at www.smallbizeducation.ca (Limited time offer)

Register Today!

You can register online by logging on to:
www.smallbizeducation.ca/seminars.php

To register by phone call 604.775.5086

Or visit us at our downtown office at:

Suite 390 - 601 West Cordova Street (Waterfront Station)
Vancouver, British Columbia
V6B 1G1

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