



## Your *RECIPE* For Business Success!

SUNY Broome Community College Continuing Education is **NOW** accepting applications for the **Fall 2015 Entrepreneurial Assistance Program**

Enroll in a 12 week, 60-hour program  
 Tuesdays and Thursdays Sept. 12, 2015 – Nov 21, 2015,  
 6 p.m. - 8:45 p.m.  
 Two Saturday sessions Nov. 14<sup>th</sup> and Nov. 21<sup>st</sup>  
 9 a.m. - 11:45 p.m.

### Program encompasses:

Keys to Your Business Success	Product and Price
Assessing Your Business Idea & Expenses	Placement and Promotion
Business Planning	E-Commerce
Marketing Plan	Selling Success
Management	Financial Feasibility & Projections
Market Analysis	Managing Money
Government Regulations	Legal Tips and Financing Options

Cost of the program would be **\$3,600** but is funded by a grant from Empire State Development



### Program includes:

- Textbook and workbook – *NxLevel™ for Micro-Entrepreneurs*
- Master Mind Groups – *Two heads are better than one – a think tank and your own Board of Directors!*
- Client Advisory Group – *Made up of community business representatives, economic development agencies, bankers, U.S. Small Business Administration, SCORE Chapter 217, and financial services*
- One-on-one coaching – *Program instructor, subject matter experts from SCORE, SBDC, SBA*
- ★ Business Plan Competition – *Cash prizes donated by local area banks, organizations and past clients for help in starting your business*

**APPLICATION REQUIRED**  
**DEADLINE: August 21, 2015 by 3 p.m.**  
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**MORE DETAILS: [www.sunybroome.edu/web/www/eap](http://www.sunybroome.edu/web/www/eap)**