

Starting Your Own Business

What You Need To Know

If you are considering following the Entrepreneur path, be sure to attend "Starting Your Own Business".



Starting Your Own Business

At this forum you will learn about personality traits that impact entrepreneurialism, create a marketing plan for your business, learn about legal, accounting, franchises, business plans and financing options. You will receive one on one counseling with a business expert and have an opportunity to get advice from a variety of business experts and organizations that are available to support new ventures.

Agenda

- 9:00** Continental Breakfast & Registration
- 9:20** How Do Your Motivators Impact Running A Successful Business?
- 10:15** Marketing Plan Development
- 11:15** Setting up Your Business – Legal & Accounting
- 12:15** Lunch
- 12:30** Individual coaching and Ask the Expert – Service Providers and Community Resources
- 2:00** Finance Panel
 - A. Banking and Bootstrapping
 - B. Venture, Angel and Grant Funding
- 2:30** Franchise panel *or* Business Plan overview
- 3:00** Entrepreneur Panel

Presenters

Presenters include representatives from the following companies & organizations:

- Butzel Long
- Envision Associates
- Excellerate Associates
- Fundamental Business Building
- Hylant Group
- Hessenaur & Associates
- In Your Corner
- Kleinschmidt Insurance Agency
- McPherson Capital
- Merrill Lynch
- Michigan Venture Capital Association
- Miller Canfield
- New Enterprise Forum
- Pair of Docs
- Pierce Financial
- Power Marketing
- SCORE
- Small Business Technical Development Center
- The Alternate Board
- Wright, Griffin & Davis

Information

Date: Friday, March 21, 2008

Time: 9:00 AM - 4:00 PM

Location: WCC-Morris Lawrence Bldg.
4800 E. Huron River Dr., Ann Arbor

Cost: \$25

Additional forums in May, September, and November. Visit www.annarborusa.org for updates.

For more information and to register on-line visit www.annarborusa.org.

SPARK will be the driving force in establishing the Ann Arbor Region as a desired place for business expansion and location...by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.