

Entrepreneurial Training Program at Kentucky Highlands

Purpose: To develop an entrepreneurial culture in the local area and to provide budding entrepreneurs with the “core” skill sets needed to build a sustainable venture. Courses will cover strategic and operational issues that all entrepreneurs face. The goal is to equip attendees with practical knowledge and toolkits for the development and operation of their company.

Instructors:

Jim Carroll has experience as a manager and trainer with Fortune 500 companies, and recently sold a company he founded and ran as its CEO for 12 years.

Todd Fisher has over 30 years of experience in engineering, product development and commercialization and has led technology based businesses for a Fortune 50 company as well as small start-ups.

Course Overview: Five sessions over a (5) month timeframe

- Breakfast Sessions – 8:30 A.M. – 10:30 A.M. , breakfast provided
- **Third Thursday** of each month **starting February 17th, 2011**
- Location 440 Old Whitley Rd, London, KY (south of Hwy 192) in the Business Innovation and Growth Center (BIG Center)
- Limited to (1-2) people per company – Session limit of (20-25) attendees
- **No Charge for attendance, but registration is required.**

Schedule:

- **February 17, 2011** – Developing a Business Plan\Model from Scratch
- **March 17, 2011** – Business Taxation 101; what you need to know about taxes for your business, but were afraid to ask.
- **April 21, 2011** – Show me the money! Where can I find the money to fund a business and how do I get my share?
- **May 19, 2011** – Sales Strategies – Getting to the “Yes”; why is it important to understand the sales process?
- **June 16, 2011** – Introduction to Quickbooks; How do you get started with Quickbooks in order to automate you accounting practices?

Registration:

- Jim jcarroll@khic.org or Genia ghoffman@khic.org or 606-864-5175 to confirm
- **Class size is limited so please reserve early**

Course Descriptions:

Course 1: Developing a Business Plan and Model from Scratch – there are many challenges or issues that need to be addressed when developing a business plan or model for a company. This session focuses on how to get that started right, what must be part of the plan, how to build an effective plan for your type of company, and how to package and present that plan to interested stakeholders. We will focus on examples of successful plans, discuss tools and formats for the plan, and provide participants with the info needed to prepare a successful plan. This can be critical for a company when talking to potential employees, investors, banks, support groups, etc. and can be a determining factor in your overall success.

Course 2: Business Taxation 101; what you need to know about taxes for your business, but were afraid to ask – Business taxes are confusing. How do you pay your fair share but not more? This class will give you the knowledge to minimize your taxes but stay on the right side of the rules and regulations.

Course 3: Show Me the Money: Where is the money to fund a business and how do I get my share? – Bank Financing, Angel Funding, Venture Capital, Grants, Economic Stimulus... You hear and read a lot about money available for small businesses, but getting your hands on it can be challenging if you don't have a plan. We will discuss the various options for raising capital for new and existing businesses including the pros and cons associated with each source. In addition, we will share some ideas on how you can improve your chances with potential funders. We will also introduce some of the sources of capital that exist in Southeastern Kentucky.

Course 4: Sales Strategies – Getting to the “Yes” – There is no such thing as a “Born Salesperson.” In this session, we will learn that mastering the sales process is both an art and a science. We will examine each part of the sales process and introduce techniques that can help any business close more sales.

Course 5: Introduction to QuickBooks; How do you get started with Quickbooks in order to automate you accounting practices? QuickBooks is the de facto standard for small business accounting systems. Yet, it is not necessarily easy to use and can be down right difficult if you don't set it up correctly. This class will guide you through the initial start up of QuickBooks and show you some of the tricks and tips to make it valuable for your business.