

Kutztown SBDC News

New for 2007, KutztownSBDC.org Member Services

The Kutztown University SBDC has introduced a new Membership Services feature to its Website (www.kutztownsbdc.org).

The following products and services are available to all individuals.

- [E-Referral Network](#)-When you're looking for someone new to do business with, it's helpful to have a quality referral. Join our E-Referral Network of over 500 businesses and begin networking with businesses and consumers in south central Pennsylvania. ***Available to existing businesses in Pennsylvania**
- [Free E-Newsletter](#)-Our free monthly e-newsletter, Your Success Connection, is a great resource for small business owners, potential business owners, and business people from the states and around the globe who want to stay on top of current business issues.
- [Workshops](#)-Presented by skilled professionals, SBDC workshops educate entrepreneurs about innovative new management procedures and key business issues. These learning opportunities are presented at a variety of locations for a small fee.
- [Free Online Learning](#)-Our E-Learning program benefits small business owners, recent owners, or start-ups. Online courses are self paced and available 24 hours a day, 7 days a week. Topics include: Accounting, Finance, Government, Legal, Marketing, and Sales.
- [View your online courses](#)
- [Free Web-Based Tools](#) include: a template-based, interactive business planning tool, an easy to use question-based strategic planning tool, a Free On-Line Forum, the best way to get answers to your questions, an outstanding Entrepreneur's search engine from the Kauffman Foundation, a nationally based Foundation provides insights and videos on Insurance and a stock market monitor. ***Some Web-based tools require a separate Account setup.**

Please visit www.kutztownsbdc.org and become a member today.

Live Workshop Schedule

The schedule for the Kutztown University SBDC's 2007 Live workshops is now available.

Click here to view the schedule in your area:

http://www.kutztownsbdc.org/about_workshops.asp

Webinar Schedule

The SBDC is introducing 2 new Webinars for 2007. As the New Year begins, our new workshops will be delivered live over the Internet using web-conferencing software. The courses are interactive and utilize audio, video, power point, and live demonstrations.

The following courses are available as Webinars:

Available Starting January 17, 2007

The First Step Online

This live online course uses WebEx technology to deliver an interactive workshop experience over the internet that will cover:

- Defining your concept of business
- Choosing a business structure
- Naming and locating your business
- Introduction to the Business Plan
- Marketing Fundamentals
- Financial Management, which includes cash flow and financial statements
- Sources of money

Available Starting January 23, 2007



Like a wise man once said “the only constant is change” Confucious. This is true for business planning. This new three part business planning Webinar, based from one of the best selling books for small business “The Art of the Start”, will get you ready to make your pitch to an investor by meeting online with a team of SBDC business coaches, experts and advisors. The three Webinars will be supplemented by self paced online learning that will be customized to your own individual learning needs. The Webinar will utilize integrated online tools to facilitate the business planning process. Kutztown University Graduate Students will be available between Webinars for coaching sessions on the materials and topics covered as well as any technical issues. At the end, you’ll have your business plan model summarized on ten PowerPoint slides that will give any investor what they need to know to make a decision about investing in business. In addition, you’ll be well on your way to building on the specifics needed for a business plan and you’ll have a first year cash flow developed to help you define how much money you really need to launch the business. These Webinars are limited to 15 participants to maximize the interactivity during the session. Participants will have time to get their individual questions answered and the sessions will be archived in case a participant is unable to attend a session or for future reference.

Making The Pitch: In this interactive Webinar you’ll learn the ten key secrets that bankers and investors really want to know about your business before giving you the time of day to discuss your business plan. Using examples, we will show you the steps needed to develop these ten secrets into a PowerPoint presentation to make your pitch to any potential investor about your business. Topics covered include: the idea, the business model, the customer, the competition, the message, the sales approach, the inner workings, the management, the money and the next steps.

In addition, prior to participating in the Webinar you and fellow Webinar participants will take self paced learning, that will be recommended for you to read and experience prior to meeting each other in the Webinar and online forum for discussion with the team of business coaches. At the end of this Webinar you’ll have the knowledge, skills and focus to determine if your business has a chance to succeed. Recommended online prior learning: The investment class

Developing The Plan: At the start of this second interactive Webinar you’ll be given an opportunity to make your pitch to the other participants if you would like to take advantage of this opportunity. Now that you know that your business model makes sense to someone beyond family and friends you are ready to start building your business plan by filling in the details. Topics covered include the product and pricing, market research, competition, marketing schedule, the location, structure and risk and required funding. At the end you’ll know where to focus your research efforts rather than going through a canned process for writing the business plan. Recommended online prior learning: Small BizU business planning

The Numbers: During the start of the third interactive Webinar you’ll learn a simple approach to using our online business planning projection tool to make it easy for you to project your sales and estimated costs for operating the business. After taking a self paced online course dealing with developing financials you’ll have the confidence to talk about the numbers dealing with your business with any investor or banker. The simple financial model, developed for non business people, will help you develop a pricing structure, develop a sales forecast, develop a marketing and operating budget and estimate your salaries and wages. At the end you’ll have the foundation for a set of financials to take your investor that will show them clearly your estimated revenue and expenses. And you’ll be ready to receive one-to-one free confidential consulting from an SBDC consultant. Recommended online prior learning: Understanding the financials, accounting 101.