

## Entrepreneurial Boot Camp Registration Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Additional Participant(s) Name(s):** \_\_\_\_\_

**Please indicate which session you will attend:**

◇ February 28, 29, March 1 & 5 2012  
5:00pm - 7:30 pm  
Economic Development Corporation  
202 N. 8th Street, Suite 101  
Manitowoc

◇ July 17, 18, 19 & 23, 2012  
9:30am - 12:00 noon  
Economic Development Corporation  
202 N. 8th Street, Suite 101  
Manitowoc

◇ October 2, 3, 4 & 8, 2012  
5:00pm - 7:30 pm  
Economic Development Corporation  
202 N. 8th Street, Suite 101  
Manitowoc

**Please make checks payable to:**

The Economic Development Corporation  
202 N. 8th Street, Suite 101  
Manitowoc, WI 54220

Credit cards are accepted! To pay by credit card, please contact the office at 482-0540 to make arrangements. If paying with cash or check a \$10 discount will be applied.

**Registration is due 10 days prior to start**

## Entrepreneurial Boot Camp SCHEDULE

### Tuesday

- Welcome
- Yourself, the Entrepreneur
- Reality Check for Entrepreneurs
- Case Study of Entrepreneurial Success

### Wednesday

- Create Your Foundation
- Review Structure of Business Plan
- Case Study of Entrepreneurial Success

### Thursday

- Free and Low Cost Promotional Strategies
- Financial Planning
- Review of Resources

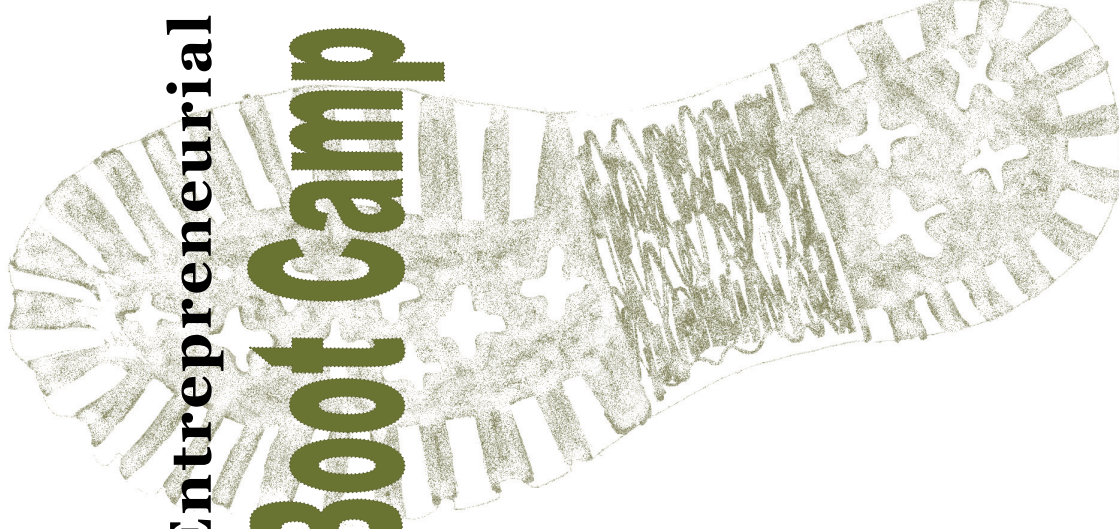
### Monday

- Presentations to Panel
- The Next Step
- Wrap-up

### **Questions or concerns?**

Email Tracy at [tbenter@edcmc.org](mailto:tbenter@edcmc.org).  
Please put "Boot Camp" in the subject line of your email.

# Entrepreneurial Boot Camp







Presented by the :



# Entrepreneur

(än 'trə nür´) n. a person who organizes and manages a business undertaking, assuming the risk for the sake of profit.

## Requirements to Participate in Boot Camp

-  Interest in exploring or starting a new business, or expanding an existing business.
-  Attendance at all sessions outlined in the schedule found on the back page.
-  A commitment and willingness to invest time and energy to participate fully.
-  Honor the confidentiality of ideas, businesses, and associated information discussed during Boot Camp.

## Fee Calculation





- \$110.00** for up to 2 participants developing the same plan.
- \$135.00** for up to 3 participants developing the same plan.

# Entrepreneurial Boot Camp

## The Entrepreneurial Boot Camp Approach






*Boot Camp is an intensive learning program designed to train potential entrepreneurs.*

### Boot Camp Aims to:

-  Educate participants in the basic skills necessary to start business
-  Develop the entrepreneurial spirit
-  Create a network of new business owners
-  Provide support services of venture capital, business operation and planning, as well as marketing.

**The Boot Camp will provide the framework necessary for participants to take ideas and develop them into workable business plans.**

## Program Content and Learning Process

-  Teaches participants basic attributes and resources needed to become an entrepreneur.
-  Draws on case studies and practical examples.
-  Works directly with participant's ideas and business concepts.
-  Utilizes local expertise and skills to create a sustainable network of contacts and resources for participants.
-  Covers such topics as:
  - Identifying yourself and your business
  - What You're Selling and to Whom
  - Strategy is focus
  - Establishing your location
  - Getting Publicity
  - Talking to the media
  - Social PR Efforts
  - Preparing Budgets
  - Building your networks to keep your entrepreneurial spirit alive.

*The program is ambitious and participants are expected to be fully committed. Boot Camp represents an opportunity for you to design your own future and contribute to the local business community. You will expand your own understanding, skills, networks and abilities.*