



1. THE DRAFT

- A triage of entrepreneurial traits, backgrounds and abilities.

2. KICK-OFF

- Program orientation.
- “Fit-gap” assessment of entrepreneurial assets.

3. HUDDLE

One-on-one coaching of business feasibility and personal SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.

- Are you developing your concept and idea?
- Are you ready to launch a business?
- Do you need to reboot your existing business?

4. ON THE FIELD

- The “Stepping Up to New Opportunities” series: *Classes that offer real-life business knowledge and concepts from a cast of local entrepreneurs and business professionals.*

5. GAME PLAN

- Tackling the components of completing a successful business plan.

6. TOUCHDOWN

- Preparing businesses for a successful launch.

7. FIELD GOAL

- Understanding how to work as an employee in a micro-enterprise environment.



8. CHALK TALKS

- Resources and support for continued success.

9. LEADER GROUPS

- Alumni, peer-to-peer “Cupiding” (networking) opportunities.

Rock County E-Hub “Stepping Up to New Opportunities” Series

Classes are formed upon enrollment of at least 5 participants and/or businesses. Classes are held in Beloit, Janesville and other Rock County locations, based on location of participants. To register, call Eric Kuznacic at 608-741-3502.



COURSE CONTENT

- Entrepreneurial Assets
- The Planning Process
- Building Your Enterprise Team
- Business Goals, Values and Statements
- Market Analysis
- Marketing Methods
- Reaching Your Customers
- Building Your Image
- Human Resources
- Protecting Your Assets
- Operations
- Managing Business Stages

- Technology & Communication Planning
- Personal Credit & Budgeting
- Financial Concepts
- Money for Your Business
- Survival Tips
- Resources

CONSULTATIONS

Individual consulting between participants, course facilitators and/or entrepreneurial mentors will occur throughout the program and beyond.

DISLOCATED WORKER?

If so, tuition assistance may be available through the Workforce Investment Act of 1998.



The Rock County E-Hub program is a collaborative effort between the Southwest Wisconsin Workforce Development Board and the E-Hub/Urban Hope Entrepreneur Center.

CONTACT INFORMATION

Program coordinator:

Eric Kuznacic

(608) 741-3502

e.kuznacic@swwdb.org

Lead Mentor

Julie Fisher

jrfisher@betterworldstudios.com

On the web

www.swwdb.org/ehub.htm

facebook.com/rockcountyehub