

## To Register for a Workshop

Visit our website at:

[www.score-suncoast.org](http://www.score-suncoast.org)

- 1) Click "Workshops" in left column
- 2) Workshop Information will appear
- 3) Find Workshop and Date desired
- 4) Click on the link to Register
- 5) Complete the required forms
- 6) Confirmation email returned to you

If you have questions about our Workshops or experience any problems registering on our website, please contact us at:

**SCORE®**

2801 FRUITVILLE ROAD STE 280  
SARASOTA, FL 34237  
941-955-1029

SCORE® is a resource partner with the Small Business Administration.

**SCORE® MENTORING SERVICES  
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SCORE® is a national, non-profit organization with over 12,000 members which began in 1964. We are a group of working and retired business executives who donate our time assisting people in the U.S. in starting-up new businesses or providing business counseling for existing businesses.

Manasota SCORE® Chapter #116 is grateful for the support of:



941-379-0404



Carole Molnar  
1830 Osprey Suite 102  
Sarasota, FL 34203  
941-951-7333



Ricio Zamora  
941-343-2077

# SCORE®

Counselors to America's Small Business

**YOUR INVITATION TO  
ATTEND WORKSHOPS  
HELD AT ARGOSY UNIVERSITY**

The NEW SCORE QuickSTART  
Workshop Series

Make a smart start and begin your journey for small business success!

**Start-up Basics (FREE)  
Business Concept  
Marketing Plan  
Financial Projections  
Funding Sources and Next Steps  
plus . . .**

**Building your Business Plan  
Manage & Grow Existing Business**

Presentations and discussions are led by experienced professionals and retired executives.

Our SCORE® volunteers share their talents, ideas and experiences with prospective entrepreneurs or existing business owners who desire to improve productivity and profitability.



## Workshop Schedule

All workshops held at Argosy University  
5250 17th St, Sarasota (just west of N.  
Honore Ave) in Classroom A-1

Saturday Sessions from 9:00am to 12:00pm

Monday Sessions from 5:30pm to 8:30pm

\* Financial Projections duration is 4 hrs

Q- indicates QuickSTART Workshop

There are two identical Q1- Startup Basics workshops at the beginning of each series, so you only need to attend one

<b>6/28/10</b>	Mon	Q1- Startup Basics (FREE)
<b>7/12/10</b>	Mon	Q1- Startup Basics (FREE)
7/17/10	Sat	Manage and Grow Your Business
7/19/10	Mon	Q2- Business Concepts
7/26/10	Mon	Q3- Marketing Plan
8/2/10	Mon	Q4- Financial Projections
8/9/10	Mon	Q5- Funding Sources
8/23/10	Mon	Building Your Business Plan
<b>8/7/10</b>	Sat	Q1- Startup Basics (FREE)
<b>8/21/10</b>	Sat	Q1- Startup Basics (FREE)
8/28/10	Sat	Q2- Business Concepts
9/11/10	Sat	Q3- Marketing Plan
9/18/10	Sat	Q4- Financial Projections
10/2/10	Sat	Q5- Funding Sources
10/4/10	Mon	Manage and Grow Your Business
10/11/10	Mon	Building Your Business Plan
<b>9/13/10</b>	Mon	Q1- Startup Basics (FREE)
<b>10/25/10</b>	Mon	Q1- Startup Basics (FREE)
11/8/10	Mon	Q2- Business Concepts
11/15/10	Mon	Q3- Marketing Plan
11/29/10	Mon	Q4- Financial Projections
12/13/10	Mon	Q5- Funding Sources
<b>11/20/10</b>	Sat	Q1- Startup Basics (FREE)
<b>12/11/10</b>	Sat	Q1- Startup Basics (FREE)

## Workshop Objectives & Overviews

### QuickSTART 1-Startup Basics – FREE!

- Personal Factors / Management
- Business Opportunities
- Marketing
- Organization, Insurance, Regulations
- Requirements and Sources of Capital
- Business Planning

### QuickSTART 2-Business Concepts

- Business ideas, personal background, industry profile, markets, competition, risk
- Critical information data sources, industry, customer and competitor data

### QuickSTART 3-Marketing Plan

- Product/service offering and description
- Pricing strategy / Competition
- Target markets / Distribution channels
- Marketing strategies for target markets

### QuickSTART 4-Financial Projections

- Developing a financial model and projections
- Use of the SCORE financial forecast model
- Develop and interpret financial information

### QuickSTART 5-Funding Sources / Next Steps

- The Six C's of credit
- Funding sources / Bank financing
- Business Readiness Assessment

### Building Your Business Plan

- Step-by-step process to organize business concepts and ideas into a Business Plan
- Plan development using SCORE template
- Communicating business concepts to others

### Manage and Grow Existing Businesses

- Challenges and new skill requirements for successful current day management / change
- Using the Internet to reach new customers
- Accounting software packages that can simplify bookkeeping

## The NEW SCORE QuickSTART Workshops

**QuickSTART Workshops 1 through 5 are designed to be taken as a series** to give you tools and techniques you need to go ahead with final planning and startup of your new business.

After you attend **QuickSTART 2-Business Concepts**, you will be assigned a SCORE mentor who will work with you for FREE while you attend the remaining QuickSTART workshops and then maintain an ongoing FREE mentoring relationship as you successfully start and grow your new business.

Additional Specialized Workshops cover other business improvement topics.

**QuickSTART 1- Startup Basics** is FREE! The cost of other workshops is \$25.00 payable by credit card when you register or by check at the workshop.

**Your Business.  
Your Success.  
Your Way.**