

Dear Park City Entrepreneur,

ARE YOU INTERESTED IN STARTING YOUR OWN BUSINESS?

DO YOU HAVE A PRODUCT OR SERVICE IDEA YOU WANT TO LAUNCH?

Enroll in *Ten30-60: Idea-to-Launch in 12 weeks*

- Four 3-hour classes taught over a 12-week period
- Determine if your idea is viable
- Create a business strategy and vet your potential customers
- Develop a marketing strategy
- Meet with business advisors to keep on track and move forward

Attend a business workshop covering proper business structure, licensing and legal issues. We offer a financial workshop that to create a solid financial foundation including accounting, invoicing, and cash management.

At the end of the 12 weeks, you will have a vetted business opportunity and framework to launch a successful small business.

Fall 2018 Class Schedule

Class Time: Tuesday, 3pm-6pm at Park City Library

Oct 2	Orientation – DEFINE your opportunity. Can you turn your opportunity in to a business?
Oct 9	Group Mentoring session to assess progress
Oct 16	Ten – TEST your opportunity and business model.
Oct 23	<i>Business 101 Workshop:</i> Legal structure, licensing and legal issues for small businesses and tax implications
Oct 30	Group Mentoring session to assess progress
Nov 13	30 – STRATEGY: Create a DIY marketing plan
Nov 27	<i>Financial Workshop:</i> Basic accounting, invoicing and cash flow management
Dec 4	Group Mentoring session to assess progress
Dec 12	60 - LAUNCH: Complete your Go-to-Market strategy and create metrics to track the success of you launch
Dec 18	PITCH: 3-minute pitch of your small business to local business leaders and stakeholders.

THIS COURSE IS FREE! However, you must be a serious entrepreneur, dedicated to creating a business. Space is very limited, 100% attendance required.

Interested entrepreneurs please contact **Jon Beutler** (jon.beutler@slcc.edu) with your name, email, and brief description of your business or idea.