

*Less than half of businesses survive the first five years*

*Have you identified the keys to your success?*

SUCCESS



ENTREPRENEURIAL EXCELLENCE PROGRAM

Economic Development Council of Tallahassee/Leon County, Inc.

- IDEA
- PRODUCT
- VISION
- COMPANY
- NOW WHAT?

*Apply For The Entrepreneurial  
Excellence Program At  
[www.TalEDC.com!](http://www.TalEDC.com!)*

The Entrepreneurial Excellence Program will navigate you through the vulnerable stages of business development by providing access to a team of local business experts, researchers and specialists who will help increase your chance of success in the market. Learn about:

- Effective Business Models
  - Team Development
  - Legal Foundations
  - Marketing Strategies
    - Funding Insight
- Entrepreneurial Experiences

*“For four weeks I was surrounded by people who sincerely wanted me to succeed, who helped prepare me to do that, and who will continue making themselves available to me. I received the resources I needed when I needed them”*

– Judd Butler, PortStar

## Entrepreneurial Excellence Program - Course Schedule:

### January 10, 2012 – Developing Successful Business Ideas

Is your business concept an idea or truly an opportunity? Learn how to tell the difference. Learn how to analyze the opportunity to develop an effective business model.

### January 12, 2012 – Building a Strong Business Team

The product or service you will offer is important. Even more important is the team you build - management, employees, board, investors and service providers. Learn how to build the best team possible to drive the success of your new venture.

### January 17, 2012 – Marketing Strategies and Effective Sales

No matter how beneficial your product or service is, if you don't know who the customer is and tell the message in an effective way to get their attention, you won't have sales.

### January 19, 2012 – Funding and Financing

You've analyzed the opportunity and have begun to build a team to drive success. You've written a great business plan. How do you secure the financial resources to make it all happen?

### January 24, 2012 – Proper Legal and Ethical Foundations

Many decisions are involved in establishing a new venture. Learn what the legal options are and explore how to establish high standards of business ethics.

### January 25, 2012 – Entrepreneurial Insights

A panel of experienced entrepreneurs will share their insights “from the trenches.” What have they learned? What would they do differently? What is their advice to you?

### January 31 & February 2, 2012 – Business Presentations

You will have the opportunity to make a presentation to a group of experienced entrepreneurs and get feedback about your business, market and financial opportunities.

*“The course provided a new framework for how I view my business. It’s exciting to have a good idea and the course provided encouragement while at the same time providing realistic ways to gauge whether my business plan was moving in the right direction”*

*– Greg Frost,  
Gulf Coast Tung Oil*



*“Working Together To Create Jobs”*

**Larry Lynch**

**Director, Entrepreneurial Excellence Program**

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**[www.TalEDC.com](http://www.TalEDC.com)**

The Economic Development Council of Tallahassee/Leon County, Inc. (EDC) is a public/private partnership between the City, County and private investors who are committed to creating jobs and building a stronger business community. By connecting the private sector, education and local government, the EDC helps join forces to foster entrepreneurialism, advance local businesses, grow targeted industry sectors and attract innovative companies to our area. By supporting new business development, providing technical assistance and advocacy, as well as managing a suite of business retention, expansion and attraction resources, the EDC is aggressively serving the needs of regional employers and creating an opportunity for our graduates and our children to stay in Tallahassee.

**Find out more, please visit [www.TalEDC.com](http://www.TalEDC.com).**