

Cooking Up Business Success!



SUNY Broome Community College Continuing Education hosts an Entrepreneurial Assistance Program for those thinking or starting their own business. Classes will be offered online through Zoom OR in-person at the Koffman Southern Tier Incubator, 3rd floor classroom. YOU CHOOSE!

Enroll in a 12 week, 60-hour program
Mondays and Thursdays
September 8, 2022 - November 17, 2022
6:00 P.M. - 9:00 P.M.

Program encompasses:

- Business Model Canvas (BMC)
- Deep Dive on Left and Right side of the BMC
- Customer Discovery
- Minimal Viable Product or Service and Market
- Branding and Positioning
- Go to Market Strategy
- Break Even, Pricing, Setting Goals
- Finding Money
- Human Resource Management
- Legal
- Insurance
- Record Keeping
- Website/Social Media

Cost of the program would be **\$3,600** but is funded by a grant from Empire State Development

PAY ONLY \$149
register by 8/15/2022
(\$199 afterwards)
Veterans pay only \$25 with DD214

Program includes:

- Client Advisory Group – Made up of community business representatives, economic development agencies, bankers, U.S. Small Business Administration, SCORE Chapter 217, and financial services
- One-on-one coaching – Program instructor, subject matter experts from SCORE, SBDC, SBA
- ★ Business Plan Competition – Cash prizes donated by local area banks, organizations and past clients for help in starting your business

Program **GRADUATION:**

- Any participant who delivers a completed written business plan to the instructor by November 17th and has attended 90% of the classes, will graduate on **November 21, 2022 from 5:45 pm - 7:00 pm**

APPLICATION IS REQUIRED -

Intake Form - <https://forms.gle/bqkwKEgLVhYdr8h9>
Register with payment to CE: 607-778-5012 course is EP100

FOR QUESTIONS:

CONTACT: Darlene Kanuk at 607-777-4022, kanukda@sunybroome.edu
MORE DETAILS: <https://www2.sunybroome.edu/conted/eac>