

Entry to Entrepreneurship

presented by



in cooperation with



and the

Massachusetts Small Business Development Center Network's
Berkshire Regional Office

January - April 2018
Wednesdays, 5:00 - 7:00 pm
Berkshire Community College
South County Center
343 Main Street, Great Barrington

this program has been made possible by support from the following:

Berkshire, Berkshire Bank Foundation, Community Development Corp. of South Berkshire, Elitzer Family Fund, Greylock Federal Credit Union, Hellman, Shearn & Arienti, Keith & Aldonna Girouard, Sheffield Kiwanis Club, Lee Bank, One Mercantile, Pittsfield Cooperative Bank, Robin & Elizabeth McGraw, The Great Barrington Rotary Club, Salisbury Bank & Trust Co., Sherman Investment Group of RBC Wealth Management, Turkeybush Foundation

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Course outline:

1. January 24th - Introductions, import replacement & example business Hosta Hill
2. January 31st - "Business fundamentals," with Keith Girouard
3. February 7th - "What's your value proposition?" marketing with Michael Tesoro
- February 14th - NO CLASS
4. February 21st - "The Beauty of Small Business" with Phyllis Webb
5. February 28th - "The Numbers," research & consultation with Keith Girouard
6. March 7th - "Law and Order" with Ethan Klepetar and Erica Mielke
- March 14th - NO CLASS
7. March 21st - "Financing a small business" with David Bruce
8. March 28th - "10 things an investor would want to know," with Erik Bruun
9. April 4th - "What's next?" Support systems for continuing to work on your plan
10. April 11th - final presentations at Dewey Hall (at 5:30 pm)

Homework due January 31st:

Homework due February 7st:

Homework due February 21st:

Homework due February 28th:

Homework due March 7th:

Homework due March 21st:

Homework due March 28th:

Homework due April 4th:

What's the final product?

By the end of this course, you are expected to have written a simple business plan that fleshes out an idea for an “import-replacement” business that would be appropriate for the Berkshire Region. The business plan will be typed and follow the the business plan worksheet included in this packet.

March 28th: first draft of your business plan is due

April 4th: final draft of your business plan is due

April 11th: presentations at Dewey Hall in Sheffield, 5:30pm

Presenting and receiving feedback on your business plan is an important part of launching and growing a business. We have created an opportunity for you to **present your business plan** at a culminating event on April 11th. This will be an experience you can share with friends and family, as well as a chance to build your connections with local business people.

A team of community members, including many of the guest speakers, your mentors, and a number of other experts, will give you **feedback** on both your business plan and your presentation.

If you attend all classes (unless in the case of excused absences), hand in a completed business plan, and present your plan to the public you will be awarded **50 BerkShares** at the culminating event.

By the end of this course you will have done the following:

- *developed **business planning skills**,*
- *written a simple **business plan***
- *formed **connections with people in the local business community***

If you choose not to pursue your business plan, it will be kept on file by BerkShares, Inc. in a “**library of good business plans for the Berkshire Region,**” available on the BerkShares website to anyone who is interested in starting a business in the area. (<http://berkshares.org/business-ideas>)

Meet the team:

During the course of the Entry to Entrepreneurship you will get to meet many local business people with a range of expertise. These people are all interested in seeing people like you succeed here in the Berkshires, so please consider them potential mentors you can call on if you need advice or feedback on a business idea.

Facilitator:

Rachel Moriarty, Director of Operations at the Schumacher Center for a New Economics in Great Barrington, Program Coordinator of BerkShares, Inc., rachelmoriarty@centerforneweconomics.org, 413 528 1737

Guest speakers:

Dave Bruce, Chairman of Board of Directors at Lee Bank, dbruce@leebank.com

Erik Bruun, entrepreneur, erik.bruun@verizon.net

Maddie Elling co-owner of Hosta Hill, maddie@hostahill.com

Keith Girouard, regional director of the Massachusetts Small Business Development Center Network (MSBDCN), kgirouard@msbdc.umass.edu, 413 499 0933

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Mentors & Advisors:

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Business Plan Review Team:

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Will Conklin, Director of Greenagers and sawyer director@greenagers.org

Brian Hailes, member of the BerkShares, Inc. Board of Directors, brian@hailes.com

Sierra King Watson, Commercial Loan Dept., Salisbury Bank and Trust Company, swatson@salisburybank.com

Business Plan Library

The business ideas listed below are the products of our “Bringing Buy Local Full Circle” Workshop series. Those marked with an asterisk* are business plans created by graduates of Entry to Entrepreneurship. You are both welcome and encouraged to further develop any plan or idea listed. More information on each idea or business plan can be found at www.berkshares.org.

Fiber & Furnishings:

Wool processing
Sawmill
Hospital gowns

Products:

Digital coupons*
Recycled art
Soap (liquid/bar)

Food:

Mead*
Apple juice*
Cricket meal
Poultry processing
Delivery service*

Energy:

Composting*
Solar panels
Paper recycling

Services:

Bike repair
Transportation
Child care
Aging in place
Photography
Coffee cart*
Goat landscaping*
Interior design*

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Massachusetts Small Business Development Center

BUSINESS PLAN WORKSHEET

I. EXECUTIVE SUMMARY

Summarize your entire business plan in a concise way. Make sure to explain how your business meets an opportunity for import-replacement.

II. THE BUSINESS

A. Description of Business:

What are you selling? Who are your suppliers (local & non-local)? Why will people buy it? What is the legal form of your business?

B. Target Market:

Who is your target customer? Be specific. Can you describe where they go, what they read, what they listen to? How do you reach your customer? How will you distribute your product or service?

C. Competition:

Are there similar businesses nearby? How will you distinguish your business?

D. Team:

Who will you work with? Will you hire employees?

E. Skills & Experience:

What experience do you have in this field? What skills do you bring to the table?

III. FINANCIAL DATA

A. Start Up Expenses:

What is your up-front investment? What working capital will you need? How will you cover these costs?

B. Budget:

What will your income and expenses look like over the course of a month (or a year)?
