

Entry to Entrepreneurship

presented by



in cooperation with

Massachusetts Small Business Development Center Network's
Berkshire Regional Office

September 25 – November 20, 2019
Wednesdays, 6:00 – 8:30 pm

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Course outline:

Week 1 - September 25: Welcome and business owner roundtable
Magic Fluke Co., Sheffield, MA

Week 2 - October 2: Business fundamentals with Keith Girouard
Berkshire Mountain Distillers, Sheffield, MA

October 9 - NO CLASS

Week 3 - October 16: Marketing with Dawn Stanyon
Great Barrington Bagel Co., Great Barrington, MA

Week 4 - October 23: Budgeting with Keith Girouard
Hosta Hill, Pittsfield, MA

October 30 - NO CLASS

Week 5 - November 6: Financing with David Bruce and pitching with Erik Bruun
SoCo Creamery, Great Barrington, MA

Week 6 - November 13: Ongoing resources with Alan Glackman and Ethan Klepetar
Berkshire Community College South County Center, Great Barrington, MA

Week 7 - November 20: Final presentation
Location TBD

Sample class agenda:

Time	Activity	Point Person(s)
6:00 - 6:20	Check in & facility tour	facilitator, business owner
6:20 - 7:30	Lesson	business professional, participants
7:30 - 7:45	Meal Break / Lesson in context	all parties
7:45 - 8:30	Mentorship	participants, mentors

Course expectations

In this course you will:

- *develop business planning skills*
- *write a simple business plan*
- *form connections with people in the local business community*

Students are encouraged to develop 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.

November 6: first draft of your business plan is due

November 13: final draft of your business plan is due

November 20: presentations

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 November 20. 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 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>)

Attendance

Entry to Entrepreneurship utilizes a cohort method to establish shared learning objectives among participants. This means that, in addition to developing a business plan independently, participants and mentors will work as a group to help set course objectives, troubleshoot each other’s business questions, and build community. Therefore, attendance is critical. As a participant of Entry to Entrepreneurship, you are expected to show up and be present for all sessions of the program.

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, Executive Director 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

Lindsay Cavanaugh, co-owner of Mahaiwe Tent, Lindsay@mahaiwetent.com

Bob Climo, owner of Great Barrington Bagel Company, bobbybagelgb@gmail.com

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

Alan Glackman, CPA, aglackman@sgs-cpa.com

Julie Hannum, BCC, Dir. of Off-Campus Centers, jhannum@berkshirecc.edu

Ethan Klepetar, lawyer at Hellman, Shearn & Arienti, EKlepetar@hellmanshearn.com
413 528 4800

Korey and Travis Leonard, co-owners of Mt. Everett Sanitation

Dawn Stanyon, president of Professionalism Consulting,
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Mentors:

Erika Allison, entrepreneur & financial advisor Erika@investwithwillow.com

Mark Avnet, educator & professional development trainer
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Huff Templeton, business consultant hufftempleton@gmail.com

Additional resource people:

Barth Anderson, co-founder Barrington Coffee Roasters,
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Will Conklin, Director of Greenagers and sawyer director@greenagers.org

Sierra King Watson, Commercial Loan Dept., Salisbury Bank & Trust Co.
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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)?
