

Register for this upcoming business education program:

Building Business Basics

to learn how to develop a plan to launch your own business!



Saturday, May 20, 2017 ■ 9:30 a.m.-1 p.m.

Kirkwood Community College - Iowa City Campus Commons
1816 Lower Muscatine Road, Room 137

Please RSVP! Workshops are free for those who pre-register, or \$5 at the door. Lunch provided. Register by e-mail to neighborhoods@iowa-city.org or RSVP to the event on the City of Iowa City Government Facebook page, or call Neighborhood Services at 319-356-5230

Join us from 9:30 a.m.-1 p.m. to work on your game plan!

We are committed to improving opportunities for women, immigrants and persons of color to start their own businesses. Diverse businesses support inclusive communities! Sign up for this free program to help launch your business successfully!

Schedule & Workstations

- 9:30-9:50 a.m.: Introduction
- 10 a.m.-Noon: Five workstations available. Each will focus on major concepts of a business plan. Participants rotate to the next station every 20 minutes to learn about a new topic.
- Noon-1 p.m.: Roundtable lunch with small business owners. Participants may sit with the business owner most aligned with their proposed business.

Workstation #1:

What's your business idea?

Organization and management, creating your company description or product.

Workstation #2:

Who are your customers?

Market analysis, sales and marketing.

Workstation #3:

How will your business operate?

Financial projections (realistic revenues/expenses).

Workstation #4:

Where will the money come from?

Financing needed and available financial programs, etc.

Workstation #5:

What resources are available?

Find out who can provide assistance, understanding city and county permits, licenses, credit repair assistance.

If you need translation services, please contact Tracy Hightshoe at 319-356-5230 or neighborhoods@iowa-city.org by May 10. We'll do our best to try to accommodate your request.

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