



The Bi-National Sustainability Laboratory, The Small Business Development Center and The Small Business Administration

proudly present their

Webinar 2

2010 Empower your Business Webinars Series

Developing Business Plans that Work

Dr. Alberto Correa. Visiting Professor of Entrepreneurship. University of Texas at El Paso

Join us at this second webinar of the educational series designed to enhance entrepreneurs and small business owners their planning skills within a competitive business edge.

The speaker will be discussing the steps to develop a business plan that work according to your expectations, either for addressing clients, investors or lending institutions.

May 20, 2010

1:00 to 4:00 p. m. (Mountain Standard Time)

Note: last day for registration extended to Wed. May 19

PROGRAM

1:00 – 1:05	Welcoming remarks - Dr. Paul Maxwell. Executive Director & CEO, The Bi-National Sustainability Laboratory
1:05 – 1:50	Session one: Innovation, Competitiveness and the Entrepreneur. Importance of planning for the new venture
1:50 – 2:35	Session two: Screening the Ideas, feasibility, market, marketing strategy, sales, operations, legal structure
2:35 – 2:45	Questions and Answers
2:45 – 3:00	Break
3:00 – 3:45	Session three: The financial structure, financial ratios as a tool to control performance, funding the new venture, company valuation, the prospectus, the offer, the deal
3:45 – 3:55	Questions and Answers
3:55 – 4:00	Final remarks. Adjourn.

You can participate in this event either via the internet or in person at:

El Paso Community College, Administrative Services Center, 9050 Viscount Boulevard, Building B, B520

To view details and costs please visit: www.bnsl.org; <http://www.elpasobdc.biz> (under special events)

To register please go: http://www.elpasobdc.biz/event_detail.sstg?id=143

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