

“The class has given us the knowledge, confidence and enthusiasm to systematically think out business issues before they become a problem.”

— Annette Craig
Wanakena Woodworks,
Wanakena, N.Y.

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My Small Business 101

Clarkson University

Marc Compeau

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My small Business 101

PREPARING REAL
ENTREPRENEURS FOR
REAL CHALLENGES.

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- ◆ what are the options for financing my business?
- ◆ how do I write a business plan?
- ◆ is it better to buy or lease equipment?
- ◆ how do I set up a record-keeping system for my business?

The My Small Business 101 course is a four-week business strategy series designed to help entrepreneurs and micro-business operators succeed.

Developed and taught by Marc Compeau, a successful entrepreneur and director of Innovation and Entrepreneurship at the Clarkson University School of Business, the program provides an innovative, cost-free way for small business owners to learn critical elements of business operation — from managing productivity and thinking strategically to effective decision making, and sound financial management.

The goal is to provide small business owners with knowledge and skills that can be immediately applied to their businesses, as well as to help them define longer term goals and focus on growth in key areas. Participants not only receive lots of practical and useful information, tools and resources, but encouragement and inspiration. They also benefit from networking with other small business owners.

format

My Small Business 101 is offered over four weeks. Each weekly two-hour session offers a crash course in one specific critical business element. These include:

Week 1	Thinking Strategically
Week 2	Resource Management
Week 3	Marketing Management
Week 4	Financial Management

At the end of each session, participants will be asked to apply the weekly concept to their business using tools provided.

outcomes

Short term

- ◆ Increased confidence.
- ◆ Increased awareness of critical business elements that need to be developed.

Long term (measurable over a period of time)

- ◆ Growth in one or more areas such as revenue, profit, employment, quality, customer base, employee satisfaction or customer satisfaction.
- ◆ Skill development in one or more of the identified critical areas (Media Planning, Cash Flow Management, Strategic Planning, People Management and Implementation of Technology).
- ◆ Continued development of the entrepreneur's ability to set and meet aggressive, measurable goals.
- ◆ A successful business with a positive return on investment.

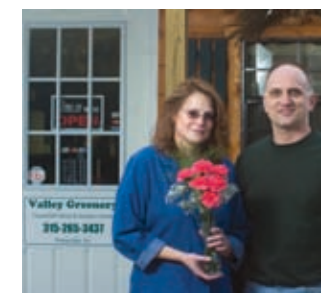
About Marc Compeau

Marc Compeau is the director of Innovation & Entrepreneurship at Clarkson University. He has started several small businesses, received multiple patents and is the founder of My Small Business 101. He is a columnist for Forbes.com, covering topics and issues affecting small business ownership.

“My company had the opportunity to participate in My Small Business 101. As a direct result of this instruction, I successfully submitted my business plan for application of a small business loan. While we are still building our customer base, I have no doubt that we are farther down that road than we would have been without this educational assistance.



—Meg Ingram
Raquette River Rods, Potsdam, N.Y.



“As an emerging entrepreneur, I found the resources offered by My Small Business 101 extremely insightful. The knowledge and willingness of the My Small Business 101 staff to help small businesses in this region is highly commendable! I would highly recommend this business series to all small business owners.”

—Jo & Al Mason
Valley Greenery, Parishville, N.Y.