



en•tre•pre•neur – noun  
Entrepreneur, translated from its French roots, means “one who undertakes.” The term Entrepreneur is used to refer to anyone who undertakes the organization and management of an enterprise involving independence and risk as well as the opportunity for profit.

# **The First Step**

## *Pre-Business Workshop*

**A SBDC “How To” workshop for entrepreneurs.**

**H**ave you dreamed of being your own boss for many years, but don't know where to start? Do you ask questions like “How do I turn my idea into a successful business?” “What kind of forms and licenses do I need?” “Where can I find financing?” “Where is the best place to open my business?” “How do I prepare a business plan?” Attending the “First Step” will start you down the path to successful business ownership!

Sponsors of the First Step Include:

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### **At this SBDC workshop you will learn about:**

- What unique lifestyle requirements are involved in owning a business
- Differences between business organization structures
- How to develop a business plan
- How to obtain financing
- How to market your product or service
- The applications and licenses needed to start your company
- How to conduct research on your industry, market and competition
- Regulations governing a business
- Other resources that you can use to help you plan and succeed
- And more!

**The Next Step** The next step to growing your new business is to take advantage of the SBDCs’ one-on-one consulting and information services. After completing a First Step workshop, you will be able to meet confidentially with a consultant at no cost. Your consultant can help you with all of the issues you learned about in your First Step workshop, tailoring their advice to your business idea and needs in mind.



Funding, support and resources are provided by the Commonwealth of Pennsylvania through the Department of Community and Economic Development through a cooperative agreement with the U.S. Small Business Administration and through support from Lehigh University. All services are extended to the public on a non-discriminatory basis. Special arrangements for persons with disabilities can be made by calling (610) 758-3980. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

**T**he First Step is given multiple times throughout the year by the SBDC on the campus of Lehigh University in the Rauch Business Center, Bethlehem, PA and other Lehigh Valley locations. Currently there is NO cost to attend the session. Please call the SBDC or visit the SBDC website for dates and times. Pre-registration is necessary.

For date/time/registration call the SBDC at 610-758-3980 or visit the website at [www.lehigh.edu/sbdc](http://www.lehigh.edu/sbdc) where you will find driving directions and a list of all the SBDC seminar dates and times.