



Dear Fellow Veteran:

The Salisbury Area Chamber of Commerce Foundation, TEDCO, and the Annapolis Economic Development Commission will be joining forces to offer Project Opportunity in September 2013 to provide **FREE** education and outreach services, technical assistance, and financing opportunities to veterans who are considering starting their own business.

The first phase will be to conduct an outreach and educational session. This two and a half (2 1/2) hour workshop "Exploring Entrepreneurship" will include a discussion of why the individuals want to start their own small businesses, characteristics of successful entrepreneurs, an overview of the 11 week training program, and an entrepreneurship self assessment.

The second phase will consist of a one hour telephone assessment to determine eligibility for the third phase – Project Opportunity Business Boot Camp.

The third phase will be to conduct an entrepreneurship training program for veterans who were selected based on the assessment results. These classes will total thirty (30) hours of classroom instruction, 3 hours per week from 6:00 to 9:00 PM.

The training program will cover the following topics:

- Week 1 – Assessing Your Business Idea and Business Planning
- Week 2 – The Marketing Plan and Marketing Analysis
- Week 3 – Product, Price, Placement, and Promotion
- Week 4 – Where is the Cash and Managing Money
- Week 5 – Financial Tips and Tools
- Week 6 – Management
- Week 7 – Business Entities, Accounting Practices, and Government Oversight
- Week 8 – Networking and Goal Setting
- Week 9 – Web Sites and Social Media
- Week 10 – Overview of Opportunities Available to Veteran Owned Businesses
- Week 11 – Presentation of Business Concept and Graduation Ceremony

We are currently seeking expressions of interest from veterans. If you are interested, please contact:

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