



Workshop on Entrepreneurship

Astella Development Corporation and BEDC are presenting a Workshop on Entrepreneurship. Additional co-sponsors are You Gotta Believe! and the Coney Island Branch of the Brooklyn Public Library. The workshop is funded in part by a grant from J.P. Morgan Chase Foundation.

The workshop will run from Wednesday, February 15th through March 22nd (6 weeks) from 6:30 to 9:30 p.m.

The location is 1728 Mermaid Avenue at West 19th Street (side entrance)

The fee is \$149. \$49 is required for registration, with the balance to be paid on or before the first night of class.

The instructor is Sydney Wayman, an entrepreneur and established speaker on the topic of small business issues.

BUSINESS START-UP ESSENTIALS – STEPS TO REALIZING YOUR ENTREPRENEURIAL DREAMS

- Defining the business concept
- Assessing the business concept's market opportunity
- Creating an effective and efficient marketing plan
- Determining what it will cost to open the doors
- Determining what it will cost to keep the doors open
- Setting up and maintaining an effective record keeping system
- Assessing the competition and competitive advantage
- Understanding financing options
- Putting it all together into an effective business plan



To register, contact Georgianna Deas of Astella at (718) 266-4659





**Brooklyn Economic
Development
Corporation**



Workshop on Entrepreneurship starting February 15th

Registration Form

Two Ways to Register:

1. Mail to: Workshop on Entrepreneurship or Astella Development Corporation
1618 Mermaid Avenue
Brooklyn, NY 11224
2. Phone: Georgianna Deas
(718) 266-4659

Please print clearly

Name _____

Address _____

City, State, Zip _____

Phone (day) _____ (eve) _____

E-mail _____

(Please include phone numbers)

Registration Fee = \$ 149.00 per student

- \$49 is required for registration, with the balance to be paid on or before the first night of class
- When paying for more than one student, copy this form and include the above information for each registrant

Please register me for *Workshop on Entrepreneurship*.

I am paying for _____ student(s) @ \$149.00 for a total payment of \$_____.

Payment by Check or Money Order (payable to *Astella Development Corp*)

Payment by Credit Card

Visa MasterCard American Express

Acct. No. _____ Expiration Date _____

Signature _____ Date _____

For more information contact Georgianna Deas of Astella at (718) 266-4659.