

# TAKE YOUR BUSINESS TO THE NEXT LEVEL

## Core Four Business Plan Course

A 4-week short course  
**Tuesdays, February 2, 9, 16, 23, 2010**  
**9:00 a.m. – 12:00 Noon**

VT KnowledgeWorks  
Lakeview Conference Room, Second Floor  
2200 Kraft Drive, Blacksburg, Virginia 24060

### CORE FOUR

- Available to pre-start businesses, early stage, and growing businesses
- Develop your business concept and presentation, business model, and business plan
- Useful for recruiting team members, attracting investors, and securing equity and debt capital

Class begins 9:00 a.m., Tuesday, February 2nd.

Tuition is \$244, which includes workbook and resource CD.

Direct questions to David Shanks  
at 540-357-0480, [dshanks@radford.edu](mailto:dshanks@radford.edu).

Register for the class at

<http://bac.asp.radford.edu/SBDC/seminars.html>.

- Click SBDC Local NRV Small Business Training Course.
- Click course code number.
- Click Add to Enrollment Card.
- Enter log-on or click Create Account.

### CORE FOUR CURRICULUM

- **SUCCESS PLANNING**  
What do you bring to the table?  
What do you want your business to do for you?
- **MARKET PLANNING**  
What is your market?  
Who are your target customers?  
What do your customers need/want?  
Who is your competition?
- **CASH FLOW PLANNING**  
How do I make realistic assumptions?  
How do I project cash flow?  
What drives cash flow decisions?
- **OPERATIONS PLANNING**  
What are the key issues/ strategies to prepare for due diligence?  
How do I manage risks?  
How do I establish operational policy and procedures and customer service standards?

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