

*"I would highly recommend your program to others. You were very helpful and very willing to answer questions. Thank you. Without your help, I would not have started my business."*  
-SBDC Client

## When is SmartStart Offered?

**When:** Scheduled Tuesdays, twice a month from 6:00–8:00 p.m. (call 515-296-7828 for dates)

**Where:** ISU Research Park  
2711 South Loop Drive  
Building 4 Conference Room  
Ames, IA 50010

**Cost:** \$25 per person

**Call:** (515) 296-7828 to register

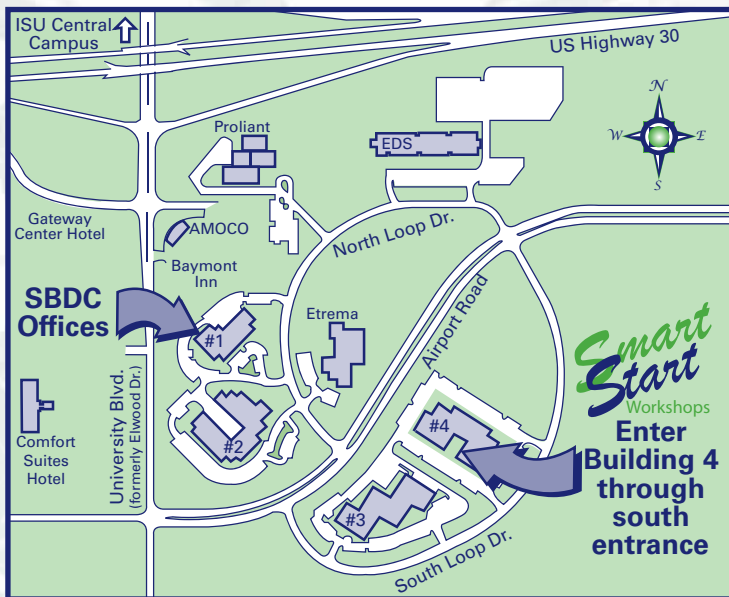
**Website:** [www.isupjcenter.org/assistance/smartstart](http://www.isupjcenter.org/assistance/smartstart)

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Mike Upah at (515) 296-7828 or 2501 N. Loop Drive, Suite 1615, Ames, IA 50010.



# Smart Start Workshops

**"Helping Your Business Idea Grow into Maturity"**



SBDC programs are extended to the public on a non-discriminatory basis.  
Funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA).



## What is SmartStart?

SmartStart is a two-hour workshop designed for anyone who is considering starting a business. You will learn how to create a business plan, do market research, evaluate demand and business strength, consider different types of business ownership, and how to register your business.

## What is a Business Plan? (And why do I need one?)

A business plan is the result of analyzing a business concept, especially demand and competition, and answers the question...

“Why will this business succeed?”

The job of the business plan is to show that markets are large enough, that competition can be overcome, that the business will include competitive advantages that are both meaningful to prospective customers as well as sustainable, and that sufficient working capital is available.

The size and scope of business plans vary significantly from one concept to the next. For some entrepreneurs the business plan might simply be a one-page break-even analysis, while others will need a well-written document with extensive market research.

*“I thought the course was very beneficial. It eliminates some of the normal pitfalls that over time you forget. Also, the plan keeps us on course. It also brought up useful ideas and helped point a direction of help when needed.”*

*-SBDC Client*

## What Else Will I Learn at SmartStart?

The activities involved in starting a business fall under two broad categories—feasibility (the business plan) and administrative tasks. While we like to focus on the feasibility issue, SmartStart provides information and the chance to ask questions on numerous other topics including:

- Business Registration
- Paying Taxes
- How Bankers Evaluate Business Concepts and Loans
- Cash Flow
- Patents, Trademarks, Copyrights, and Trade Secrets
- And More

After attending SmartStart, SBDC staff will be available to assist you in reviewing your business plan, or to provide guidance with other issues.

## At the workshop, you will receive:

- Business Plan Outline
- List of Resources and Contacts
- Basic Business Start-up Forms

