

THE SMALL BUSINESS PROGRAM

for residents of
Regent Park &
neighbouring
communities

Do you have a great business idea that you want to convert into a BUSINESS PLAN?

If so, the Rotman School of Management has a program for you. Designed for residents of Regent Park and neighbouring communities, the Small Business Program (SBP) provides participants with the tools and knowledge needed to convert their business ideas and goals into an operational business plan.

PROGRAM DETAILS

Through a variety of sessions, participants learn how to: formalize a business idea through the development of a business plan; understand the market and face challenges head-on; develop strategies and recognize opportunities; find financing and funding possibilities; communicate effectively and begin building a marketing strategy.

Lecture Sessions

Interactive sessions taught by Rotman faculty. Participants work in teams and discuss basic business concepts needed to further develop their business ideas.

Coaching

Participants will receive one-on-one and team coaching during each session from Rotman NeXus Consulting (senior MBA students) and from Rotman volunteers. An extra coaching session will be

provided on how to pitch a business plan within a short period of time.

Homework

Learning does not stop at the classroom door. At home, participants use a specially designed Business Plan Workbook to develop their business idea and plans throughout the program.

Learning Outcomes and Presentations

Participants present a business plan on the final day of the program to a panel of Rotman faculty, business experts, and legal advisors.

Participants will receive a certificate upon successful completion of the program

KEY TAKEAWAYS

- Become part of a community of small business owners.
- Interact with coaches as well as guest speakers and alumni who will share personal experiences from running their own businesses.
- Learn to express and bring IDEAS and PLANS together in a structured way, preparing you for the opportunity to pitch plans to an investor.
- Discover what is needed to take your business idea and plan successfully to the next level.

Information sessions will be held in February and March, 2012. Visit our website for details.



SCHEDULE

The program runs Tuesdays and Thursdays from April 3-May 3, 2012, 6:00 to 9:00 pm.

Final presentations are made from 5:00 to 9:00 pm on May 3, 2012.

April - May, 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

■ Class Days

PROGRAM LOCATIONS

Regular Sessions - Rotman South,
149 College Street

Final Session - Rotman School of
Management, 105 St. George Street.

CONTACTS

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APPLICATION FORM

NAME:

ADDRESS:

PHONE NUMBER:

EMAIL:

PLEASE ANSWER THE FOLLOWING QUESTIONS:

Have you ever run a small business? Yes No

If yes, what problems did you encounter?

What is your small business idea?

What would you like to learn from the program?

How did you hear about the program?

