



"I absolutely recommend NWTC to anyone who's thinking of starting a business – even if you just have an idea for one. I knew I had a good idea with my product, but I didn't have any direction or even a business plan. I am completely impressed by the program NWTC has to help people such as myself. Andy Clark is currently helping me write my business plan, and has been guiding me down the correct path of getting started. Whether he is trying to find contacts, funding, or insurance, Andy is clearly a person that has your best interest at heart and is not afraid to tell you what he thinks. But he is always willing to listen to your ideas. That kind of help is hard to find these days. Any success that my business achieves will be a direct result of the assistance I have received from this center."

Kevin Donlon, De Pere, Wisconsin
Owner of Donlon Enterprises LLC, inventor of StandUp™

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COMMUNITY & REGIONAL LEARNING SERVICES
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NEW! NWTC Micro- Business

Fast Track Certificate
Certificate Number 90-145-7

**Dream. Plan.
Launch your Business.**



NWTC Center for Entrepreneurship

 **Northeast**
Wisconsin Technical College

Visit our web site at www.nwtc.edu

What is a Micro-Business?

A micro-business is generally defined as having few employees (under 10) and sales under \$250,000 annually. In the past they were commonly thought of as “mom and pop,” family-owned and operated, self-employed, or home-based businesses.



What does it take to open and operate a successful micro-business?

Planning and preparation.

If you're ready to own your own business, but anxious thoughts are holding you back, you're not alone. With NWTC's new Micro-Business Fast Track Certificate, you can eliminate the fear factor that often comes with becoming an entrepreneur.

By completing the certificate's three courses, you'll have the tools you need to:

- Determine the profitability of your business idea
- Write your business plan
- Prepare for your business launch

All under the mentorship of our team at the NWTC Center for Entrepreneurship! That means you'll work one-one-one with our instructors as you get ready to roll out your business.

Plus, with courses offered during the day and at night, you can fit learning into your busy life. If continuing your education is one of your goals, earning the Micro-Business Fast Track Certificate can be a smart first step!

Course Details

Micro-Business: Feasibility

Catalog # 10-145-170

3 Credits

- Evening or daytime
- Accelerated and blended learning, including one-on-one mentoring
- Before you write your business plan, find out if it's feasible!
- Conduct your competitive analysis; itemize fixed and variable costs going in; establish your customer profile; target your market; set your pricing and determine break even

Micro-Business: Business Plan

Catalog # 10-145-171

3 Credits

- Evening or daytime
- Accelerated and blended learning, including one-on-one mentoring
- Learn the latest in advertising and marketing strategies, write your marketing plan; assemble your full financials including projections, cash flow, balance sheets and more
- Write a professional, bankable business plan

Micro-Business: Independent Study

Catalog # 10-145-172

1 Credit

- Includes up to 50 hours of one-on-one mentoring to help you launch your business
- May include site selection; contractual affiliations; loan acquisition; and more

Meet the Instructor

Through the NWTC Center for Entrepreneurship, Andrew (Andy) Clark is responsible for developing and implementing entrepreneurship training programs across Northeast Wisconsin. He is a certified FastTrac facilitator and administrator (the Kauffman Foundation of Kansas City) and a certified NxLevelL facilitator - offering highly respected entrepreneurial curricula to entrepreneurs who are either starting or growing their own businesses.

An entrepreneur himself, Mr. Clark came to NWTC in 2005 from Madison where he was president of Business Development Solutions, LLC. He was also formerly head of entrepreneurship programming at the University of Wisconsin – Whitewater's Small Business Development Center. Mr. Clark has a bachelor of arts in psychology, a bachelor of science in sociology, and a master's degree in educational psychology (specializing in industrial psychology) from the University of Wisconsin-Milwaukee.

For more information or for help with registration, contact:

Tim Noble, Manager, NWTC Community and Regional Learning Services
E-mail: timothy.noble@nwtc.edu
or (920) 498-5573

For more information, visit www.nwtc.edu and search for **Entrepreneurship Resources** 