Opportunity Identification and Start-up Options

This two-hour workshop is designed for those interested in exploring how to identify an entrepreneurial opportunity and what form of business organization to choose in order to pursue that opportunity. This is an excellent introduction for first-time, aspiring entrepreneurs.

Course Objectives: By the end of this workshop, participants should understand where and how to find entrepreneurial opportunities, what is the difference between low/no-tech ventures and high-tech, high-growth ventures, what is a reasonable market size to warrant a startup, what is the trinity of management, and what forms of organizational structure are most appropriate, depending on the goals of the entrepreneur.

Who Can Benefit: The workshop is specifically designed for aspiring entrepreneurs of all types. Those who will benefit most have had little or no business education, but who must learn essential business concepts to avoid common mistakes.

Thursday, October 2 & 9, 2014
12:00 p.m. - 2:00 p.m.
Huntsville Chamber of Commerce, 225 Church Street, Huntsville, AL 35801

Visit our website for registration [http://www.uah.edu/sbdc](http://www.uah.edu/sbdc)
Registration Fee: $20 per person

GUEST SPEAKER: John R. Whitman, PhD is Visiting Assistant Professor of Entrepreneurship and Leadership and Interim Director of the Innovation, Commercialization, and Entrepreneurship Lab (ICE Lab) at the UAH College of Business Administration. In addition to teaching he is building the entrepreneurial ecosystem in Huntsville, serves on small company boards, mentors start-up CEOs, and judges and coaches students in business plan competitions.

Prior to moving to Huntsville in 2013 he taught at Northeastern University, Babson College, Harvard University, Georgetown University and American University. Also, Dr. Whitman founded and sold an international software company, consulted to business school deans in assessment and evaluation, and developed international environmental programs.