



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

AW 101: Opportunity Identification and Startup 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, November 6, 2014
2:00 pm – 4:00 pm

Huntsville Chamber of Commerce, 225 Church Street, Huntsville, AL 35801

Visit our website for registration <http://www.uah.edu/sbdc>

Registration is required as seating is limited - Registration fee is \$20.00 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.

John has served on the US Research Team for the Global Entrepreneurship Monitor, published peer-reviewed articles in Nonprofit Management & Leadership, authored book chapters in textbooks on the social economy, entrepreneurship, and intellectual property law, and co-authored a peer-reviewed book, The Social Economy of the United States (University of Toronto Press, forthcoming), and an earlier book, Creating Service Quality in Libraries (American Library Association, 2001).



*Reasonable accommodations for persons with Disabilities will be made if requested at least two weeks in advance.
Contact: Magdaline Braxton Staff Assistant, 301 Sparkman Drive, Huntsville AL 35899 (256-824-6422).*

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