

**FROM INNOVATION  
TO REALIZATION**



**UNIVERSITY OF CENTRAL FLORIDA**  
**BUSINESS INCUBATION PROGRAM**



The UCF Business Incubation Program and UCF College of Business announce the summer offering of the

## **"Excellence in Entrepreneurship Certificate Course"**

This dynamic, intense short course explores the realities of planning and starting a company and helps you learn how to successfully develop and launch a business.

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Taught by experienced entrepreneurs, professional service providers and entrepreneurship faculty from the University of Central Florida, the course will help you clarify your business concept and walk you through the steps of planning and starting a business. The course will introduce you to resources and advisors that provide invaluable support in laying the foundation for a successful company. Below are comments from some of the participants in our last class:

**"This course has been extremely helpful and beneficial. I really appreciate how 'the good, the bad and the ugly' were presented and the wealth of resources in Central Florida I learned about."**

**"We've had an amazing restructuring due to what we learned in class and are experiencing an increase in business."**

**"The class really helped to crystallize what I was doing, how to do it better and who I am doing it for. Thanks!"**

**"I'm better prepared to build a quality team and I'm excited about the marketing ideas I learned. The course is an outstanding value!"**

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The course begins **Tuesday, July 20, 2010** and concludes **Thursday, Aug 12, 2010**.

Classes will be held from **6-9pm** at the **Disney Entrepreneur Center** facility located on **315 E. Robinson Street, Suite 100, Orlando FL., 32801**.

The course fee is **\$400 for the first participant from a company and \$200 for each additional participant from the same company**. To register please visit our website at [incubator.ucf.edu](http://incubator.ucf.edu). Registration must be complete no later than **July 13, 2010**. We strongly suggest that all individuals involved in management of the company participate together in the course.

**If you have applied to or expressed interest in being considered for acceptance to the UCF Business Incubation Program, this course is a required element of the application process.**

### **Class Schedule**

**Tuesday, July 20, 2010**

#### **Session 1 – Developing Successful Business Ideas**

Is your business concept an idea or truly an opportunity? Learn how to tell the difference. Learn how to analyze the opportunity to develop an effective business model.

**Thursday, July 22, 2010**

#### **Session 2 – Building a Strong Business Team**

The product or service you will offer is important. Even more important is the team you build - management, employees, Board, investors, service providers. Learn how to build the best team possible to drive the success of your new venture.

**Tuesday, July 27, 2010**

#### **Session 3 – Proper Legal and Ethical Foundations**

Many decisions are involved in establishing a new venture. Learn what the legal options are. Explore how to establish high standards of business ethics.

**Thursday, July 29, 2010**

#### **Session 4 – Marketing Strategies and Effective Sales**

No matter how beneficial your product or service is, if you don't know who the customer is and tell the message in an effective way to get their attention, you won't have sales.

**Tuesday, Aug 3, 2010**

#### **Session 5 – Funding and Financing**

You've analyzed the opportunity and begun to build a team to drive success. You've written a great business plan. How do you secure the financial resources to make it all happen?

**Thursday, Aug 5, 2010**

#### **Session 6 – Entrepreneurial Insights**

A panel of experienced entrepreneurs will share their insights "from the trenches". What have they learned? What would they do differently? What is their advice to you?

**Tuesday, Aug 10, 2010 and Thursday, Aug 12, 2010**

#### **Session 7 – Business Presentations**

You will have the opportunity to make a presentation to a group of experienced entrepreneurs and get feedback about your business, market and financial opportunities

**Enrollment for each course is limited to the first 16 Companies.**