










# "INVENTORS - WRITING YOUR BUSINESS PLAN"

**A 7-WEEK SERIES FOR INVENTORS AND BIEO-MEMBERS**

**ONE-TIME REGISTRATION FEE (NEW YEAR'S DISCOUNT) - \$20.00**

**REGISTRATION PAYMENT AVAILABLE ONLINE**

-  **SESSION I - TUESDAY, JANUARY 26TH, 2010 - 6:00 PM - 8:00 PM**  
**THE BUSINESS PLAN OVERVIEW** - IDENTIFYING YOUR BUSINESS PLAN'S USE & AUDIENCE; BUSINESS PLAN CONTENT AND SUPPORTING DOCUMENTS
-  **SESSION II - TUESDAY, FEBRUARY 2, 2010 - 6:00 PM - 8:00 PM**  
**BUSINESS ORGANIZATION TYPES FOR START-UPS** - ORGANIZATIONAL MODELS FOR ENTREPRENEURS AND INVENTORS; RECORD KEEPING AND LEGAL DOCUMENTS
-  **SESSION III - TUESDAY, FEBRUARY 9, 2010 - 6:00 PM - 8:00 PM**  
**MARKET ANALYSIS (PART 1)** - ANALYZING YOUR COMPETITORS, PATENT SEARCHES, INDUSTRY & MARKET TRENDS, YOUR PRODUCT VS. COMPS USING 5P'S MATRIX
-  **SESSION IV - TUESDAY, FEBRUARY 16, 2010 - 6:00 PM - 8:00 PM**  
**MARKET RESEARCH (PART 2)** - RESEARCHING CUSTOMER DEMOGRAPHICS, BUYER BEHAVIORS & PRODUCT PREFERENCES, RESEARCH & SURVEYS FOR PROTOTYPE DEVELOPMENT
-  **SESSION V - TUESDAY, FEBRUARY 23, 2010 - 6:00 PM - 8:00 PM**  
**FINDING FINANCING & VENTURE CAPITAL (PART 1)** - WITH INTRO TO FINANCIAL SOFTWARE, START-UP BUDGET, SOURCES & USES OF FUNDS STATEMENT AND PRO FORMA FORECASTING
-  **SESSION VI - TUESDAY, MARCH 2, 2010 - 6:00 PM - 8:00 PM**  
**YOUR FINANCIAL PROFILE (PART 2)** - LOAN APPLICATION FORMS, FINANCIAL STATEMENTS, & INTRO TO ANALYZING YOUR FINANCIAL PROFILE
-  **SESSION VII - TUESDAY, MARCH 9, 2010 - 6:00 PM - 8:00 PM**  
**2010 ACTION PLAN** - NEXT STEPS FOR YOUR BUSINESS PLAN DEVELOPMENT, INCLUDES 1-TO-1 INSTRUCTOR COACHING

**(FOR LOCATION & REGISTRATION INFORMATION SEE REVERSE PAGE)**



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TUESDAYS 6 -8 PM  
STARTS JANUARY 26<sup>TH</sup> THRU MARCH 9<sup>TH</sup> 2010**

**ALL CLASSES AT GREENWOOD PLAZA OFFICE PARK:**

**8751 SOUTH GREENWOOD, SUITE 112, CHICAGO, IL 60619  
UNIVERSITY OF ILLINOIS EXTENSION**

**SERIES INCLUDES: WEEKLY HANDOUTS, 1-TO-1 COACHING AND  
CERTIFICATE OF COMPLETION**

**FOR FURTHER INFORMATION  
CONTACT SHELLEY AT PHONE: 312 575-7930 OR  
EMAIL: [SHOYTAN@ILLINOIS.EDU](mailto:SHOYTAN@ILLINOIS.EDU)**

**ONE-TIME REGISTRATION NEW YEAR'S FEE, DISCOUNTED TO:  
\$20.00-BIEO MEMBERS AND \$25.00 NON-MEMBERS**

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**(FOR CLASS DETAILS SEE REVERSE/PAGE 1)**

**"EXTENSION - HELPING YOU PUT KNOWLEDGE TO USE."**