



Small Business Development Center
The University of Scranton

Helping businesses start, grow, and prosper.

Summer 2023 Training Events

Grow Your Small Business with an Internship

Wednesday, 7/26 | 4:00 - 4:30 pm *or* Thursday, 8/3 | 9:00 - 9:30 am

For existing small businesses located in Bradford, Lackawanna, Monroe, Pike, Susquehanna, Tioga, Wayne, and Wyoming Counties:

Could hosting an internship propel your business forward this fall? Join The University of Scranton SBDC and their Small Business Internship Initiative for a 30-minute session to learn about what a paid educational internship is, different types of internships (traditional, micro, hybrid or virtual!), and what makes up a great internship. Determine whether you're ready to host an internship this coming fall and learn more about the Small Business Internship Initiative. You'll also learn about the Greater Scranton Chamber of Commerce's Small Business Internship Fund resource.

This info session is held at two different times:

Register here for 7/26: <https://pasbdc.ecenterdirect.com/events/30594>

Register here for 8/3: <https://pasbdc.ecenterdirect.com/events/30595>

How to Know if Your Business Idea Will Really Work

Thursday, 7/27 | 1:00 - 2:00 pm

You have an idea for a new business but are wondering where to start. Is the idea worth pursuing? How can you tell if it is or isn't? Maybe you don't even have an idea, but know you want to start a business.

This session will help you develop a strong business idea by walking you through simple steps to determine if your idea is feasible and if not, how to make it better.

Steps covered will include:

- Considering your business ideas (What type of business do you want to start?)
- Assessing your resources (How much will this endeavor cost, both financially and in time spent?)
- Reviewing industry regulations (Every industry has them!)
- Defining your target market (Who are you going to sell to? Hint - it's not everyone!)
- Identifying your competitive advantage (What do you have to offer that your competitors don't?)
- Writing a business plan (Yes, it is important!)

Register here: <https://pasbdc.ecenterdirect.com/events/30495>

The First Step Express: Starting Your Business

Wednesday, 8/23 | 1:00 - 2:00 pm

Have you always had a dream to start your own business, but aren't sure where to begin? Attend our First Step Express: Starting Your Business webinar!

This one-hour webinar will help aspiring entrepreneurs begin the process of successful business ownership including a quick look at:

- Personal considerations for starting a business
- Business plan basics
- Different types of business structures (sole proprietorship, LLC, etc.)
- Applications and licenses needed to start a business
- Small business financing options
- SBDC services that are available as you start your business

All pre-venture clients are encouraged to attend this course or a similar program, or complete pre-venture materials to prepare for the engagement, prior to being assigned to a consultant for one-on-one assistance.

Register here: <https://pasbdc.ecenterdirect.com/events/30601>

Questions?

Contact Elizabeth Geeza, Program Coordinator
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