



BUILDING NEIGHBORHOOD ECONOMIES FROM WITHIN



Want to start your own business?

Try

PLAN IT!

An Entrepreneur's Guide to Success

with Corcoran Neighborhood Organization

Building neighborhood economies from within

What is

PLAN IT!

An Entrepreneur's Guide to Success

This program helps start-up and young micro-businesses in targeted Twin Cities neighborhoods obtain business training, financing, and other support within their own communities. The program is operated by the **Corcoran Neighborhood Organization** in partnership with **Neighborhood Development Center (NDC)**.

Since 1993, **NDC** and its partners have trained more than 4,000 entrepreneurs. Program graduates operate successful businesses in food services, child care, graphic design, catering, landscaping, translation, auto repair, and many other industries.

Corcoran Neighborhood Organization (CNO) unites neighbors to strengthen our community. We envision CNO as a place to foster leadership, engagement, and a sense of belonging. In addition to operating the Midtown Farmers Market, we are building up staff and community capacity to cultivate a fully occupied and stable commercial real estate environment through strategic support and collaboration with property and business owners.

Plan It! is a unique partnership between community organizations and the **Neighborhood Development Center (NDC)**. **NDC** is a community-based non-profit organization that works in the low-income communities of Saint Paul, Minneapolis, surrounding suburbs and Greater Minnesota.

Course Outline:

- Entrepreneurship: What does it mean for you?
- Planning for business success
- The Market: Customers & Competition
- Marketing and Social Media
- Credit and financing
- Management and operations
- Technology in business
- Alumni speaker
- Financial planning
- Graduation

For More Information

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Who Can Apply?

The program is specifically targeted to low- and moderate-income residents who want to learn the skills needed to successfully start and operate a business.

Applicants must plan to operate their businesses in one of NDC's target neighborhoods. Applicants who are neither residents of nor operate their businesses in one of NDC's target neighborhoods must pay the full \$650 course fee and are not eligible for NDC's ongoing support services. If the business later locates in a target neighborhood, the business owner will receive a refund of up to \$550 and may become eligible for ongoing support.

Participant Commitment

Program participants will be selected based on level of commitment and viability of the business idea.

The successful participant will have:

- A focused business idea
- Willingness to spend time outside of class researching and writing the business plan
- The ability to make a personal financial investment in the business

Business Training

Goal of Training

- To develop a strong understanding of small business management.
- To complete a solid business and financial plan.

Type of Training

- Classes, workshops, and one-on-one sessions are taught by experienced small business instructors.
- Class size of 8-12 students ensures all participants receive personal attention.
- Topics covered include operations management, marketing, financial management, and more. Course content and pace are customized to entrepreneurs' needs.

Training Schedule

- Classes are held one evening per week in Saint Paul.
- Training consists of 11 classroom sessions and ten hours of individual consultation.

Program Cost

- Program fees are determined on a sliding scale (\$100-\$650), based on household income and family size.
- Fees must be paid at first class session.

Ongoing Support

Entrepreneurs who successfully complete the program, write a business plan, and locate their business in target neighborhoods are eligible for NDC's ongoing business support, including:

- Professional consulting services for program graduates in business.
- Access to low-cost Accounting services.
- Access to Pro Bono Legal services. *(Note: Pro bono services are not available to participants whose household or business income exceed NDC Guidelines or those residing or operating their businesses out of the NDC targeted service area. Pro Bono legal services are available on a limited basis and are subject to attorney availability. Client is responsible for any out-of-pocket expenses, such as filing or recording fees.)*
- Opportunities to participate in joint marketing initiatives.
- Eligibility to *apply* for loans from \$500—\$50,000.
- Invitation to the Annual Entrepreneur Awards honoring outstanding program graduates.