OSBORN ENTREPRENEURSHIP and MICROENTERPRISE PROGRAM

A Description of Enterprise Development Activities Available to Osborn Residents at Lawrence Technological University's Osborn Business Development Center

A center to promote success in new and existing Osborn* businesses

"Building a brighter tomorrow, one opportunity at a time"

Located at St. John Conner Creek Village
4777 E. Outer Drive, Detroit, MI 48234

A program of Lawrence Technological University's College of Management
funded by The Skillman Foundation Good Neighborhoods program

* Priority is given to those living in the zip codes 48205 or 48234 to access the services of the Osborn Business Development Center.
Welcome to the Osborn Business Development Center!
Through a grant from The Skillman Foundation’s Good Neighborhoods program,
the Osborn Business Development Center was established by Lawrence
Technological University’s College of Management in response to the needs
expressed by Osborn residents in order to create and strengthen locally-owned
and family-owned businesses in the Osborn neighborhood in northeast Detroit.
The Center is guided by the Osborn neighborhood goal that “Osborn families
have all of the resources and support necessary to make their children
successful in life.”

Whether you are just thinking about starting a business, or already have a
business, Lawrence Tech welcomes you to the Center’s many and diverse
programs and encourages you to be a part of the change you want to see in your
life and in the Osborn neighborhood.

What can you expect to get from the Osborn Business Development Center?
In addition to providing Osborn residents with valuable skills for starting and
operating a business, a reference library, online resources, a technology center,
and access to loans, the Osborn Business Development Center will provide other
programs and services (dates and times to be announced) at St. John Conner
Creek Village aimed at supporting your efforts to advance.

Personalized Program
As a participant in the Osborn Entrepreneurship and Micro-enterprise program
we will work closely with you to develop a personalized program to help assure
your success. Together we will assess your business ideas, needs, and skills.
Then we will create with you an Individual Development Plan, to help make sure
you acquire the required skills and resources you need before you venture into
business ownership. You may also decide to follow a different path (see
“Alternative Career Pathways” below). We will guide you to the workshops,
modules, and classes that are right for you. We will guide you as you go through
the process of starting or improving your business, and offer assistance after
your business gets off the ground. We will be there to ensure that you are not
alone on this journey.

Enterprise Concept
Before you begin your journey toward successful self-employment, you may
need to develop your idea. This module will assist you in deciding what you want
to do and provide you with the tools you need to identify opportunities, explore
possible options, and develop ideas for a business of your own. Once this
process is completed, you will be ready to enter the next program phase by
enrolling in a module that matches your Individual Development Plan. Each
Individual Development Plan will identify the appropriate career development
service components that will best move you toward your goal, and also address
any additional needs you may have for such services as transportation, day care,
or other personal support.
Basic Entrepreneurship Training
For those participants that are just getting started, the first step in new enterprise start-up will be an intensive 10-week, 30-hour course that consists of both classroom training and one-on-one, hands-on consulting. The course will cover topics ranging from strategic planning, customer development, marketing and promotion, competitive analysis, organizational structure, risk management, employee management, accounting, financial analysis and decision-making (see training outline below). You will have the opportunity to work with a variety of instructors and business professionals to guide you in assessing and starting your enterprise. Then we will work with you individually to put your classroom knowledge to use. Throughout the course, you will have access to the Center's reference library, online resources, and technology center.

Advanced Entrepreneurship Training
Once you have mastered the basics, you will be eligible to enroll in advanced courses focused on marketing, budgeting, capital funding, and other topics. These courses and programs will vary in length and intensity based on the subject matter covered.

Small-Business Workshops
These sessions are designed as half-day or full day workshops, each covering a very specific subject, including strategic planning, exit strategies, business succession, human resource management issues, and other topics.

Loans and Financing
One of the important resources of the Osborn Business Development Center is that it can provide you with direct connections to a variety of funding options, including micro-loans, small business loans and IDAs (Individual Development Accounts) through a variety of sources, such as Comerica Bank, Accion, Detroit Micro-enterprise Fund, the Council of Michigan Foundations, and others.

Youth Programs
If you are between the ages of 13 and 18, the Osborn Business Development Center has programs to help prepare you to start a business of your own. We will help you through the process.

Mentoring
Our mentoring program is designed to match a new entrepreneur or existing small business owner in the Osborn area with a successful businessperson to serve as a coach and a guide during this entrepreneurial endeavor. Many of these mentors have their roots in the Osborn community. It is our expectation that these mentoring relationships will develop into long-term relationships that will be of mutual benefit to the mentor, the protégé, and the community.
Aftercare
We will follow up with you on a regular basis to review your Individual Development Plan progress and to help you accommodate your particular business to the current economic conditions. We will help you decide if you need to revise your Development Plan or if you need additional support in achieving your goal. Other aftercare offerings may include exploring opportunities for growing your business, acquiring additional capital for expansion, assisting with revising your business plan, and participating in continuing education workshops.

Alternative Career Pathways
Perhaps you came into this program not sure whether running your own business was for you, or not. If you decide that starting your own business is not right for you at this time, the Center offers an Alternative Career Pathways program module to provide you with referrals to alternative educational and employment opportunities, including remedial skill training, GED completion programs, technical skill programs, community colleges, and university courses. It will also acquaint you with other agencies that assist with employment opportunities, such as Michigan Works, SER-Metro, and Michigan Rehabilitation Services.

Participant Investment and Expectations
All participants will be required to make a commitment of time, energy and personal resources into their program. Becoming a successful entrepreneur takes dedication and hard work. To qualify for the program, you will be asked to prepare a paragraph describing why you want to become an entrepreneur and a brief description of your idea for a business, if you have one. Upon successful completion of the basic entrepreneurial training you will receive a certificate of achievement as well as $150 for investment in your business venture. Successful completion of the Basic Entrepreneurial Training Course requires attendance and participation in 8 of the 10 training sessions, and development of a working draft of a business plan.

Business Plan Competition
At the end of every year, all of the year's program participants will be invited to participate in a business plan competition, during which participants will have the opportunity to formally present their Business Plan to a panel who will assess the venture's feasibility. The panel will ask questions, assess preparation and presentation of the idea, as well as provide recommendations. The panel may consist of outside funding sources, business professionals, existing entrepreneurs, local college and business faculty, etc. The business plans will be judged on clarity of presentation, content, and presenters' ability to support their ideas and assumptions, and basic feasibility of the proposed business. Financial prizes will be awarded to the winners for use toward starting or growing their business ventures.

Many of the above services and programs are offered throughout the year; some are offered a few times a year. For a current schedule of programs contact the Osborn Business Development Center at 4777 E. Outer Drive, Detroit 48234 or program director Kenneth Gadd at 313-402-0858. Kgadd@gaddbiz.com
The GNI – Osborn Micro Enterprise Program
Entrepreneurial Training - Advanced Training – Workshops

Entrepreneurial Basic Training
This training focuses on two topics. The entrepreneurs, the nature of entrepreneurship, and the process of new business creation, development and growth are examined. The unique environment confronting the small business owner/operator is studied and the special problems and opportunities involved in operating a small business are analyzed. The basic idea in this training is that from a management perspective, a small company is not a "little big company". This course is not a survey course. It will provide application - oriented theories, concepts, models, and will stress the special knowledge and skills required for effective micro and small business management.

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
<th>Week 9</th>
<th>Week 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurship Ch. 1,</td>
<td>Marketing Plan</td>
<td>Marketing Communication</td>
<td>Managing People</td>
<td>Organizational Structure</td>
<td>Vendor selection</td>
<td>Bookkeeping / accounting</td>
<td>Capital funding</td>
<td>Legal and Tax Issues</td>
<td>Taking care of yourself</td>
<td>Next steps</td>
</tr>
<tr>
<td>Strategic management</td>
<td>Marketing Research</td>
<td>Identity Packaging</td>
<td>Recruiting, selecting,</td>
<td>Risk Management</td>
<td>Inventory Control</td>
<td>Cash Flow Budgeting</td>
<td>Start up</td>
<td>Ethics</td>
<td>Stress management</td>
<td>Implementation</td>
</tr>
<tr>
<td>Business Planning</td>
<td>Customer Analysis</td>
<td>Competitive Analysis</td>
<td>and compensation</td>
<td>Family Business Issues</td>
<td>Costing / Pricing</td>
<td></td>
<td>Operations</td>
<td></td>
<td>Time management</td>
<td></td>
</tr>
</tbody>
</table>


Advanced Training Sessions (subject matters include)

- Strategic Business Planning and decision making
- Leadership Training
- Marketing Research
- Marketing Communication
- Recruiting, selecting and maintaining your workforce
- Succession Planning, Family Business Issues
- Bookkeeping / accounting, Cash Flow Budgeting
- Capital funding
- Legal and Tax Issues
- Taking care of yourself, Stress management, Time management

Workshops (subject matters include)

- Strategic Business Planning
- Marketing Communication
- Management Issues, Succession Planning, Family Business Issues
- Bookkeeping / accounting, Cash Flow Budgeting
- Capital funding
- Taking care of yourself, Stress management, Time management
- Inventors focus, From idea to bringing new ideas to market
OSBORN MICROENTERPRISE PROGRAM FLOW CHART

STAGE ONE: Outreach Campaign

STAGE TWO: Awareness—Outreach—Assessment Sessions

STAGE THREE: Enterprise Development Activities

Personal Support Service

1. Alternative Career Pathways
   - Education Alternative
   - Employment Alternative

2. Enterprise Concept
   - Idea Generation

3. Enterprise Start-up & Existing Enterprises
   - A. Entrepreneurial Training
   - B. Advanced Courses
   - C. Small Business Workshops
   - D. Loans and Financing
   - E. Student/Business Mentoring
   - F. Youth Programs
   - G. Participant Follow-up

STAGE FOUR: After Care
Advice from some influential people who overcame a rough start, embraced a good idea, and never looked back:

"I got my start by giving myself a start."
Madam C.J. Walker (1867-1919), America's first self-made female millionaire, creator of a popular line of African-American hair care products, the daughter of former slaves who was orphaned at age 7.

"Success is a process."
Oprah Winfrey (1954- ), the first African-American woman to become a billionaire, named one of the 100 Most Influential People of the 20th Century, who suffered abuse as a child, ran away and was sent to a juvenile detention home at the age of 13.

"Keep going, no matter what."
Reginald F. Lewis (1942-1993), owner of the first black-owned company to have more than $1 billion in annual sales, TLC Beatrice International, who began his career at the age of 10 by delivering the local African-American newspaper.

"One chance is all you need."
Jesse Owens (1913-1980), the first American in the history of Olympic Track and Field to win four gold medals in a single Olympics, setting Olympic records in all but one of these events, the son of a sharecropper and the grandson of a slave.

Osborn Business Development Center
St. John Conner Creek Village
4777 E. Outer Drive
Detroit, MI 48234

Kenneth S. Gadd
Program Director
Center for Nonprofit Management
College of Management
Lawrence Technological University
21000 West Ten Mile Road
Southfield, MI 48075-1058

313-402-0858
kgadd@ltu.edu