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FOR IMMEDIATE RELEASE

New Year, New Businesses, Pennsylvania SBDC Releases Updated ‘First-Step: Starting a Business’ Webinar Series

PHILADELPHIA, Pa. – As the end of 2014 approaches, the [Pennsylvania Small Business Development Centers](#) (SBDC) have announced a series of no cost on-demand webinars well-suited for entrepreneurs looking to start a business in the New Year.

The Pennsylvania SBDC’s [First Step: Starting a Business webinar series](#) is newly re-designed to walk aspiring entrepreneurs through the process of starting a new business venture. The on-demand instructional series can be viewed on all mobile devices. Six webinars are a part of the series including:

How Should I Structure My Business? (15 minutes) - This webinar will focus on the regulatory implications and business benefits associated with various types of business structures. There is discussion on what factors to consider when choosing your specific business structure and tax designation.

Where Can I Find Funding to Start My Business? (11 minutes) - Hear about types of business financing available to entrepreneurs, learn their respective benefits and sources, as well as the considerations lenders and borrowers need to contemplate before delving into a borrower/lender relationship.

How Do I Sell My Product or Service? (18 minutes) – Entrepreneurs will consider the underlying concerns of marketing their product. During this session one will learn:

- How to determine a target market and its size
- Market trends and competitors to consider
- How to determine price and advertising media
- Website considerations depending on type of business
- Some tips on how to conduct market research

Understanding Financial Statements (12 minutes) - During this presentation, prospective business owners will learn the basic attributes of the financial statements required by funders, and discuss their role in depicting the financial picture of an organization.

How Do I Write a Business Plan? (12 minutes) - This session will cover the purpose of a business plan (its major components and their functions), provide an outline of the information most commonly sought after by investors, and provide resources where detailed information about writing a business plan can be found.

(MORE)

SBDC Locations

Bucknell University

Clarion University

Duquesne University

Gannon University

Indiana University
of Pennsylvania

Kutztown University
of Pennsylvania

Lehigh University

Lock Haven University

Penn State University

Saint Francis University

Saint Vincent College

Shippensburg University

Temple University

University of Pittsburgh

University of Scranton

The Wharton School,
University of Pennsylvania

Widener University

Wilkes University

Costs to Consider when Starting a Business (16 minutes) – Participants will learn about the potential regulatory and start-up costs of starting and maintaining a business. This includes costs such as federal, state, and local business licenses and permits, taxes, as well as other regulatory requirements and the costs associated with their maintenance.

Individuals who are looking to start their own business can receive confidential, no-fee assistance from the statewide network of SBDCs after viewing these webinars online or attending an in-person First Step seminar offered by their local SBDC. Entrepreneurs can view the current list of educational program offerings by visiting <http://pasbdc.org/events>.

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About Pennsylvania Small Business Development Centers (SBDC)

The Pennsylvania SBDC (www.pasbdc.org) network is the only statewide, nationally accredited program that provides high quality one-on-one consulting, training and information resources to empower new and existing businesses. SBDC consultants work with entrepreneurs in confidential, individualized sessions to help them with a range of business issues including testing a new business proposition, shaping a business plan, investigating funding opportunities, and much more. The SBDC program is a public/private partnership with the U.S. Small Business Administration, the Pennsylvania Department of Community and Economic Development and 18 universities and colleges across the Commonwealth.