

# LEADING EDGE™

## STRATEGIC PLANNING SERIES

Colorado's Premier Business Planning Program



**LEADING EDGE™**  
Strategic Planning Series

a program of the Colorado SBDC Network



The LEADING EDGE™ Strategic Planning Series is a 5-week intensive and hands-on course that provides entrepreneurs with a better understanding of starting and operating a small business based on a fully-realized business plan.

Participants learn how to analyze economic opportunities and risk for their business and create an actionable strategic business plan based on proven market research and management techniques. LEADING EDGE™ courses are highly interactive, which ensures the flow of information not just from the instructor, but between participants as well.

### Learn more! Outcomes of the program:

- Develop a clear vision for your business;
- Network with and learn from other entrepreneurs;
- Discover tools and resources to help you complete a strategic plan;
- Receive five hours of confidential one-on-one consulting;
- Meet potential lenders who will discuss funding options;
- Compete in a business plan competition with cash prizes.

## LEADING EDGE™ Strategic Planning Series

Course dates are every other Friday, all-day:

**April 5, 19, May 3, 17 & 31, 2019**

Submit Business Plan by June 14, 2019

**Course Time: 9:00 AM - 4:00 PM**

### Englewood Civic Center

2<sup>nd</sup> Floor Community Room

1000 Englewood Pkwy. | Englewood, CO 80110

Free parking is available in the garage, 1<sup>st</sup> and 2<sup>nd</sup> levels.

### Course Fee: \$495/person

\$395/each additional business member

Scholarships available for Englewood businesses.

(Apply online: [www.EnglewoodCO.gov/doing-business/business-training](http://www.EnglewoodCO.gov/doing-business/business-training))

### LEARN MORE AT A FREE INFO SESSION:

Thursday, February 21<sup>st</sup>, 2:00 – 3:00 PM

or Thursday, March 21<sup>st</sup>, 11:30 AM – 12:30 PM

**Register:** [www.EnglewoodCO.gov/doing-business/business-training](http://www.EnglewoodCO.gov/doing-business/business-training)  
or [www.Aurora-SouthMetroSBDC.com/training](http://www.Aurora-SouthMetroSBDC.com/training) >> "Browse Workshops"

## AURORA South Metro SBDC

Host to the SBDC:

City of Aurora

Aurora Municipal Center

15151 E. Alameda Pkwy., #2300

Aurora, CO 80012

Innovation Pavilion

9200 E. Mineral Ave.

Centennial, CO 80112

City of Englewood

Englewood Civic Center

1000 Englewood Pkwy.

Englewood, CO 80110

All offices by appointment only:

(303) 326-8686

[info@Aurora-SouthMetroSBDC.com](mailto:info@Aurora-SouthMetroSBDC.com)



Program Sponsors:



**COLORADO**  
Office of Economic Development  
& International Trade



(303) 326-8686 | [Aurora-SouthMetroSBDC.com](http://Aurora-SouthMetroSBDC.com) | [info@Aurora-SouthMetroSBDC.com](mailto:info@Aurora-SouthMetroSBDC.com)

Curriculum subject to change.

Session	Day	Month	Date	Time	Location	Session Topic	Assignments
1	Friday	April	5	9AM – 4PM	Englewood Civic Center	Introduction & Orientation Mission Statement Marketing I: Market Research	Market Research
2	Friday	April	19	9AM – 4PM	Englewood Civic Center	Marketing II: Strategies	Marketing Strategies
3	Friday	May	3	9AM – 4PM	Englewood Civic Center	Marketing III: Competitive Analysis, Branding, Tactics Organizational Matters I: Intro	Milestone #1: Marketing (due by 5PM)
4	Friday	May	17	9AM – 4PM	Englewood Civic Center	Cash Flow Projections, Financial Statements, Funding Options	Business Plan and Cash Flow
5	Friday	May	31	9AM – 4PM	Englewood Civic Center	Organizational Matters II: Legal Matters, IP, Human Resources, Insurance	Milestone #2: Cash Flow (due by 5PM)
	Friday	June	7	NO CLASS	NO CLASS	NO CLASS	Work on Business Plan
	Friday	June	14	NO CLASS	NO CLASS	NO CLASS	Submit Business Plan (due by 5PM)

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Remember to pre-register to receive updates and a reminder. To pay via PayPal, follow the link in your registration confirmation. Payment may be made at the door in exact cash or check payable to the SBDC host: City of Aurora. Pre-registration required. The SBDC has a no-refund policy ([www.Aurora-SouthMetroSBDC.com/cancellation-policy](http://www.Aurora-SouthMetroSBDC.com/cancellation-policy)).

**5 Hours one-on-one consulting at SBDC – To schedule appointments, call (303) 326-8686.**

Name	Position	Phone	Email
Stefanie Dalgar	Instructor	(303) 725-8696	<a href="mailto:stefanie@dalgarccommunications.com">stefanie@dalgarccommunications.com</a>
Leslie Epperson	Administrative Specialist	(303) 326-8686	<a href="mailto:lepperso@auroragov.org">lepperso@auroragov.org</a>

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