



Florida SBDC at UCF - Lake County

Early Stage Business Series

Information You Need to Build Your Business (0-3 years)

How to Start Your Business

If you're thinking of starting a business, it's important to take the right steps. This course will give you an overview of what to know, actions to take, and how to avoid common missteps to give your company its greatest chance of success.

North Lake: January 17, 6:00 pm - 7:30 pm

South Lake: March 29, 6:00 pm - 7:30 pm | September 27, 6:00 pm - 7:30 pm

Business Plan Writing Made Easier

Your business needs a roadmap for every stage of its growth, but never more than when you start. We'll remove the mystery of how to create a business plan, the information that should be included, and how to use it as a tool to keep your company on track for long term growth.

North Lake: January 24, 6:00 pm - 7:30 pm

South Lake: April 19, 6:00 pm - 7:30 pm | October 18, 6:00 pm - 7:30 pm

Marketing Basics: Find and Connect With Customers

Do you really know who your customers are? What is important to them? Learn how to find customers, communicate the value of your business, and cultivate long term relationships with people in your target market.

North Lake: February 7, 6:00 pm - 7:30 pm

South Lake: May 17, 6:00 pm - 7:30 pm | November 15, 6:00 pm - 7:30 pm

To register visit: www.lakeboc.com/training

Helping Businesses Grow & Succeed

Have Questions? Contact:

(NL) Theresa Davis | Theresa.Davis@ucf.edu | 352.602.4575

(SL) Cesar Gomez | Cesar.Gomez@ucf.edu | 352.404.7338

*All classes are NO COST to Lake County businesses and residents
Dates and times are subject to change



North Lake

LSSC - North Lake Campus, Bldg M, Exec Conf Rm
9909 US Highway 441, Leesburg, FL 34788

South Lake

LSSC - South Lake Campus, Bldg 2, Rm 101
1250 North Hancock Road, Clermont, FL 34711



State Designated as Florida's Principal Provider of Business Assistance [288.001, Fla. Stat.]

The FSBD at UCF - Lake County is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodations for persons with disabilities and/or limited English proficiency will be made if requested at least two weeks in advance. To request accommodation or language assistance, please contact the FSBD at UCF - Lake County..



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Early Stage Business Series

Information You Need to Build Your Business (0-3 years)

Websites and Social Media: Amplify Your Marketing

If you're a business owner, it's all so confusing. You need to have an online presence, but where? Google, Facebook, Instagram, Pinterest, Houzz, Angie's List, Snapchat, your website – too many options! In this event, you'll learn how to target your market using certain channels, the kinds of information and activities to promote, and how to maximize results from the investments of your time and money.

North Lake: March 7, 6:00 pm - 7:30 pm | October 18, 6:00 pm - 7:30 pm
South Lake: February 8, 6:00 pm - 7:30 pm

Financial Management: The Power Behind the Numbers

It's difficult to make smart decisions about your business without intelligent, timely feedback on how you're performing and what is happening internally. Our expert will demonstrate the value of setting up accounting systems that fit, give you exactly the information needed, and help you utilize this feedback to be the intelligent leader your company needs.

North Lake: May 16, 6:00 pm - 7:30 pm | September 19, 6:00 pm - 7:30 pm
South Lake: January 18, 6:00 pm - 7:30 pm

Market Research: Know Your Market, Industry, and Options for Growth

The success of your business depends heavily on external factors – changes in customer preferences, economic trends, the demographics of your market, and many other elements. What do you really know about these factors? Market research can give you deep insights into your business ecosystem, help you make better decisions, and plan moves now to get you ahead of the competition.

North Lake: April 18, 6:00 pm - 7:30 pm | November 14, 6:00 pm - 7:30 pm
South Lake: February 22, 6 pm - 7:30 pm

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Florida SBDC at UCF - Lake County Growth Stage Business Series

Advanced Level Workshops for Growing Businesses

Strategic Planning: Decide Now to Own Your Future

Where do you want your company to be in five years? In ten? How can you be sure you'll get there? Strategic planning is a process to help you turn dreams into goals, and give you a much greater chance of achieving the future you want. You'll learn how to devise a strategy that fits your goals, will transform your company, and how to develop a roadmap that works. Decide now whether you'll let your future happen or make it happen.

North Lake: March 1, 8:30 am - 10:00 am
South Lake: September 20, 8:30 am - 10:00 am

Market Research: Know Your Market, Industry, and Options for Growth

The success of your business depends heavily on external factors – changes in customer preferences, economic trends, the demographics of your market, and many other elements. What do you really know about these factors? Market research can give you deep insights into your business ecosystem, help you make better decisions, and plan moves now to get you ahead of the competition.

North Lake: September 13, 8:30 am - 10:00 am
South Lake: March 15, 8:30 am - 10:00 am

Sales for the Non-Salesperson

Most company founders will be their company's only salesperson for their first few years in business. Sales is a skill vital to the company's success, but many founders admit they could be better. Our expert will give you proven tips and action steps to help you set more meetings, close more deals, and drive higher revenue in 2018.

North Lake: April 5, 8:30 am - 10:00 am
South Lake: October 11, 8:30 am - 10:00 am



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Florida SBDC at UCF - Lake County Growth Stage Business Series

Advanced Level Workshops for Growing Businesses

Getting Paid: Effective Collection Tactics for Growth Stage Companies

You made the sale. You delivered the goods. But the payment is four months overdue! Getting paid is essential to your business's survival, but few small businesses handle collections well. Learn how to collect more of the money owed you and deal with difficult situations, while keeping your valued clients intact.

North Lake: May 3, 8:30 am - 10:00 am
South Lake: November 8, 8:30 am - 10:00 am

Cybersecurity: The Invisible Threat to Your Business

The threats to your business from hackers now go far beyond losing personal data and banking information. Complete customer details, intellectual property, contract documents, and other critical data sets are all at risk. The tools to hack your systems are cheap and easily available. We'll help you understand the size and nature of threats today, and discuss steps you can take immediately to make your company a more difficult target.

North Lake: November 1, 8:30 am - 10:00 am
South Lake: April 26, 8:30 am - 10:00 am

Cash Flow: Finding Cash in Your Business

A simple goal is to have more cash coming into the company than paid out each month. It's one way we define business success. If you're regularly short of cash, it may be time to review your cash management tactics. We'll help you sharpen your cash management skills and find more free cash from current operations. What could you achieve if your company had more cash each month?

North Lake: October 4, 8:30 am - 10:00 am
South Lake: May 10, 8:30 am - 10:00 am



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