



SUCCESS TOOLS

webinar series

Strategies for the Small Business Owner

Maximizing Your WCC Campus & Local Community Business Supports

Corporate and Lifelong Learning

Contacts



Fast-Track Employment Training for Job Seekers

FAST-TRACK EMPLOYMENT TRAINING >

Washtenaw Community College offers classes that can get you into a better paying job in as little as six weeks. Invest in your future with class offerings in legal and health fields.



Professional Development

IN-PERSON TRAINING > ONLINE TRAINING >

Sharpen your skills, grow in your career and satisfy professional requirements with classes at WCC. Choose from in-person and online classes in a wide variety of topics including business, IT, healthcare, marketing and more.



Personal Enrichment

EXPLORE CLASSES >

Pursue your passions, interests and hobbies. Discover new methods of cooking, unleash your creativity, learn a new language or master home improvement skills. Wherever your interests lie, WCC delivers opportunities for you to explore new experiences.

Michelle Zervos
Director of Corporate
and Lifelong Learning
Operations
734-677-5233
mzervos@wccnet.edu

Mary Vann
Program Development
Manager – Corporate
Training
734-973-3626
mlvann@wccnet.edu

Website: wccnet.edu/noncredit



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Washtenaw
Community College

The EC Team

Kristin Gapske, Director

Erin Elly, Manager

Claire Abraham, Coordinator

Tia Bean, Assistant



here are some ways to reach us!

ec.wccnet.edu | email entrepreneurship@wccnet.edu | phone 734-249-5880

fill out our [business assistance request form](#)

Today's Guest Speakers

Cheranissa Roach, Entrepreneur-in-Residence

Delphine Reed, Entrepreneur and Author:

Degrees of Exit: The Journey from Abuse to Freedom

Rebecca Wittekindt, Entrepreneur and Founder: Bee Present Honey

What does the EC do?



EC Services

Our Mission

The Entrepreneurship Center at Washtenaw Community College is a welcoming resource hub that supports individuals in developing their entrepreneurial capacity. Through thoughtful conversations, partnerships, and programs, those at the college and in the surrounding communities are inspired and driven to actively grow their ventures as professionals, social innovators, or business owners.

Paused services

- Coworking Space on Campus
- On-campus Free Workshops and Events
- **Boot Camps** (resources available: Photography, Digital Video, Writing, Graphic Design, Music, HVAC, Child Care)

Ongoing services

- **Virtual One-on-One Consultations**
- **Free Webinars**
- **Our Newsletter**
- **Virtual Meetings with our Entrepreneurs-in-Residence**
- **Virtual Startup Business Research Help**
- **Business Resource Guide**
- **Our annual Pitch @ WCC**



THE EC TEAM IS HERE!

We are continuing our work of supporting on-campus and off-campus entrepreneurs and small business owners through online and phone communications, while our coworking space on campus is closed.

Connect with us by filling out a [business assistance request form here!](#)



SUBSCRIBE

Subscribe to EC's newsletter for event updates and campus, local and regional business resources, delivered straight to your Inbox.

[Subscribe here!](#)





The
Entrepreneurship
Center at Washtenaw Community College

View News on
Workshops &
Events

Contact Us

Start, Build, and Grow Your Business
ec.wccnet.edu | Business Assistance Request
Week of July 13th, 2020

ANNOUNCEMENT: New business grants available through *Michigan Small Business Restart Program*

The MEDC's **Michigan Small Business Restart Program** will provide grants to small businesses around the state working to recover from the ongoing impacts of the **COVID-19 virus**. Grant funds can be used as working capital to support payroll expenses, rent, mortgage payments, utility expenses, or other similar expenses. **Businesses and nonprofits may apply for grants of up to \$20,000.**

The application will be live on **Wednesday, July 15, at michiganbusiness.org/restart** and run through **Wednesday, August 5.**

Read more here for criteria for businesses and nonprofits. At least 30 percent of the funds awarded under the program will be provided to women-owned, minority-owned, or veteran-owned eligible businesses.





STARTUP BUSINESS RESEARCH HELP

Our business librarians are ready to help remotely with Startup Business Research Help, while our in-person consultations are on pause.

[Learn more and schedule a virtual meeting with a librarian here!](#)





TALK WITH AN EXPERT

Get free individualized coaching with one of our local entrepreneurs. Consultations on topics such as: Marketing, Idea Validation, Networking, Customer Discovery, Pre-Business Plan Writing, and Coaching for Creatives.

[Learn more about the EIR program here!](#)

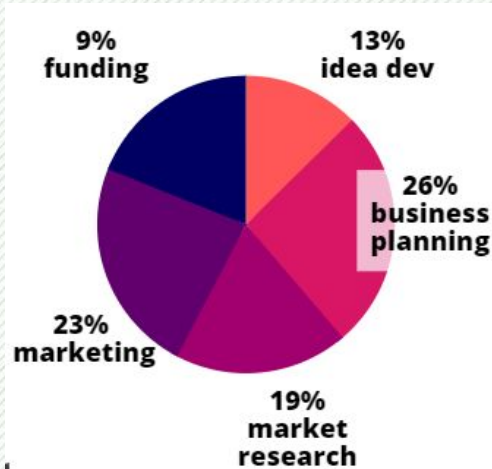
Who does the EC support?

EC Entrepreneurs

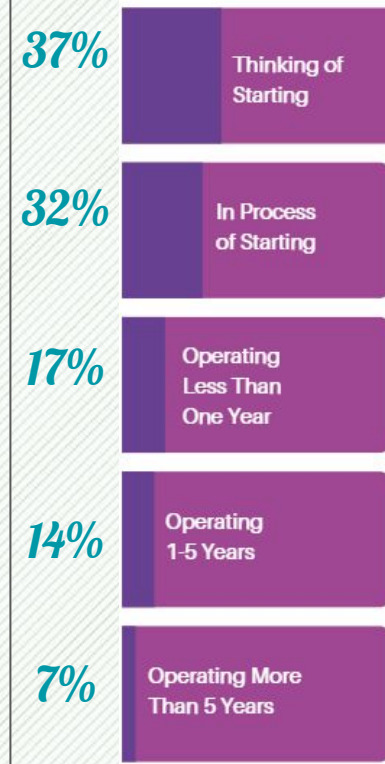
Most Common Business Categories

FOOD
ART
HEALTH
CONSULTING
COACHING/SPEAKING
EDUCATION
DIGITAL MEDIA
NONPROFIT

Resources Requested



Stage of Business



Number of new intakes

303
INCLUDING 40 DURING
REMOTE OPERATIONS



Business
Planning

Market
Research

Financial
Planning

Marketing
and
Branding

Networking

Preparing
Your Pitch



Ways To Stay In Contact With The EC!

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Cheranissa Roach Entrepreneur-In-Residence:

Customer Discovery,
Business Planning

Business Planning for Success

Cheranissa Roach

A Biz Plan Is

- **At its heart, a business plan is just a plan for how your business is going to work, and how you're going to make it succeed.**
- Every business has huge benefits to gain from going through the business planning process.

Elements of a business plan

- Executive Summary
- Vision and Mission
- Company overview
- Products and Services
- Industry and Marketing Analysis
- Marketing Strategy
- Sales Plan
- Operations Plan
- Financial Plan

But how do I get that information

- When you are launching a small business, you are excited and really want to just start.
- But start where and start how?
- Patience and Research
- Ask the Research Librarians. They stand ready to help as do the EIR's.

Entrepreneur-In-Residence

- I help people with business plans and customer discovery.
- You know about Business plans, now let's chat about customer discovery.
- Everyone is not your customer.
- Your job is to decide and find your ideal customers.

Customer Discovery Tip

- Our entire lives are driven by personal choices including:
- Our clothing
- Careers
- Cars and homes
- What about your ideal client? Don't they like what I like? Or do they like what they like?

EIR in Action

- We counsel and help many with many things.
- From marketing, to customer discovery and overall business strategy, we help you.
- Take her word for it, not mine.



Delphine Reed Entrepreneur and Author:

*Degrees of Exit: The
Journey from Abuse to Freedom*





Rebecca Wittekindt
Entrepreneur and Founder:

Bee Present Honey



BEE PRESENT
Honey