

Washington County Community College & Machias Valley Center for Entrepreneurship have joined forces with contributing partners to bring you...

## PARTNERS IN ENTREPRENEURIAL

# PATHWAYS

2.0

## BEYOND THE BUSINESS PLAN

### COURSE DETAILS:

- March 17th to May 26th
- 11 weekly live-streamed classes
- Every Wednesday from 4 to 7 p.m.
- Class instruction will be recorded.
- Class instruction will be provided by guest lecturers & panelists:
  - Regional and statewide technical assistance providers
  - Entrepreneurs
  - Business faculty
  - Small business & community lenders
- Final project due by June 9th\*

## AND IT'S ALL FREE!



**ENROLL  
TO EARN 3 COLLEGE  
CREDITS IN 11 WEEKS  
FOR FREE!**

**OR**

**REGISTER  
TO SELECT UP TO 18  
INDIVIDUAL LEARNING  
SESSIONS FOR FREE!**



Plug into a large network of business mentors & programs



Learn what it takes to develop a startup from subject matter experts!



Enjoy a dynamic learning environment!

**FOR STUDENTS,  
ENTREPRENEURS  
& SMALL BUSINESS  
OWNERS**

# WEEKLY CLASSES INCLUDE:

<b>WEEK 1</b>	Building Your Brand
<b>WEEK 2</b>	Graphic Design Basics for Business
<b>WEEK 3</b>	Business Website Basics
<b>WEEK 4</b>	Knowing Your Market & Market Visibility
<b>WEEK 5</b>	Marketing Your Business Online & Cyber Security for Small Businesses
<b>WEEK 6</b>	E-commerce Essentials
<b>WEEK 7</b>	Building Relationships & Networking
<b>WEEK 8</b>	Efficiency in Business Operations & Tax Time! What You Need to Know
<b>WEEK 9</b>	Monitoring Your Business' Financial Health & Risk Management - The Impact of Business Decisions
<b>WEEK 10</b>	Becoming an Employer & Planning Your Transition
<b>WEEK 11</b>	The Economic Condition of Washington County & Meet <u>Your</u> Resources Panel

*\*If seeking college credit:* To receive 3 credits, students must participate in all classes across 11 weeks and complete assignments, building up to a completed business development portfolio, which is the final project requirement. Learning mediums include, but are not limited to, D2L Brightspace, Startup Space, and Zoom. Access to Microsoft Word/Excel and Adobe Reader will also be required in order to access resources and complete assignments.

## QUESTIONS?

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## CONTRIBUTING PARTNERS

Sunrise County Economic Council  
Washington County Community College  
DownEast Acadia Regional Tourism  
Maine PTAC  
Northern Maine Development Commission  
Maine Small Business Development Centers  
Bangor Savings Bank  
SCORE Downeast

Machias Savings Bank  
Internal Revenue Service  
New Ventures Maine  
CEI/Women's Business Center  
MaineStream Finance  
Rudman & Winchell  
Four Directions Development Corporation  
Cooperative Development Institute

# ENROLL OR REGISTER TODAY!



TO ENROLL FOR  
FREE COLLEGE CREDIT  
[CLICK HERE](#)



[CLICK HERE TO ENROLL IN OPTION 1](#)

Or



TO REGISTER FOR  
INDIVIDUAL SESSIONS  
[CLICK HERE](#)

## CONTRIBUTING ENTREPRENEURS



AHD  
design



This WCCC course is funded in partnership with Maine Community Foundation through the Downeast Innovation Fund and Sunrise County Economic Council

**Washington County Community College**

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