



EXPLORE STARTING A BUSINESS AT AGE 50+

Purdue Extension will teach a series of interactive workshops to help individuals in the 50+ age range discover their inner entrepreneur and the initial steps needed to launch a business.

The workshops explore entrepreneurial thinking and application and include the following topics:

1. Introduction to Entrepreneurship
2. What is Entrepreneurial Thinking and Acting?
3. Decoding Your Entrepreneurial History
4. Anatomy of an Idea
5. Building Your Brain Trust
6. Branding that Brings Results
7. Finance: Common Sense and Cents
8. Entrepreneurship is a Verb, not a Business Plan – Just Start!



In addition to the workshops, you may choose to receive coaching from the Small Business Development Center after completion to move forward with your business idea.

Workshops are held on Zoom from 4-5 pm EST on Tuesday and Thursday afternoons in March: 5, 7, 12, 14, 19, 21, 26, and 28. **Register by February 28, 2024**, at <https://cvent.me/3wba1l>. The cost of the workshop series is \$99 and is payable when you register.

Questions? Contact Kristi Whitacre at:

