

**The Minority Business Council Launches New Workshop
September 11, 2018 at 6:30 pm.**

The Rowan IDEA Center launches its 2018-2019 Workshop Series with new facilitators, new programming and guest speakers! Dr. Renée Just, Director of the Center for Entrepreneurial and Experiential Development at Catawba College, will be the program facilitator.

The workshop series will be held at the Rowan IDEA Center space in the West End Plaza (1935 Jake Alexander Blvd.) beginning Tuesday, September 11th at 6:30 PM. RSVP to Addison Davis Addison@rowanideacenter.com

Featured guest speaker is local entrepreneur Gil Zino, founder and CEO of Charlotte-based NetFoundry. In 2017, winner of the 2017 IoT Innovation Leader award at the NetEvents Global Press and Analyst Summit, a Shark-Tank panel of Silicon Valley Venture Capitalists.

The Workshop Series Lineup

- What is an Entrepreneur? (September 11) Entrepreneurship will be embarked upon as a way of thinking and acting, as well as an attitude and a behavior. Our emphasis is on entrepreneurship as a process that can be applied as a stand-alone opportunity or one that can be applied in practically any organizational setting as an Intrapreneur. The primary goal of this workshop is to provide an overview of entrepreneurship, touching on all the key elements of mind-set, understanding what an entrepreneur “looks like”, and that it’s possible to be an entrepreneur while working in a \$60 billion dollar organization!
- The Idea Game (October 9)
- Poster Session (November 13)
- December – take time off to build your pitch!
- It’s all about the Pitch! (January 8)
- Business Model Canvas (February 12)
- Market Assessment (March 12)
- Entrepreneurial Marketing (April 9)
- The 4 P’s: Price, Product, Placement and Promotion (May 14)
- Entrepreneurial Finance (June 11)

The workshop series brings you an opportunity to learn, build and connect! RSVP to Addison Davis Addison@rowanideacenter.com