

Dear Small Business CEO/Owner,

**Explore Your Company's Post-COVID-19 Growth Potential! Participate in the  
Rutgers Business School (RBS) Managing Growing Ventures Course**

Two of our renowned Professors in Entrepreneurial studies will once again conduct an Experiential Learning course in Managing Growing Ventures. In addition, we will offer our SBDC clients the opportunity to participate in the RBS Student Internship Program. If you have been in business for at least 3 years and are generating minimally \$300,000 in revenue, you may be an ideal candidate for this program. Your firm may be wrestling with a challenge of defining an ideal growth strategy. RBS Students can help in identifying funding, staffing, product development, new technology and other growth initiatives. **This may be an excellent opportunity to explore post COVID-19 marketing and outreach strategies.** Applications for the Fall, 2020 program should be submitted by August 31<sup>st</sup>.

**Course Description**

This course provides the framework for students to understand the decision making processes and related strategies followed by any organization seeking growth after they have been in operations for some time. An essential aspect of the instruction in this course is experiential exposure. Students engage on a collaborative assignment and will apply theoretical knowledge to a current practical situation. In our program, the small business identifies a growth-related issue in their business and the students will be expected to propose solutions and recommendations that the business can immediately implement. Students will provide insight into a growth problem in real-time; and the businesses participating in the program receive immediate solutions to a current problem/opportunity.

**This term all courses for this program will be delivered virtually. As a result, there will be an excellent opportunity to have meetings and consultations with the students via various electronic platforms, preferably Zoom. The term will begin the week of September 1<sup>st</sup>. However, the introductory meeting with the students might be scheduled beginning the week of September 14<sup>th</sup>. By the week of October 19<sup>th</sup>, there will be a follow up meeting to clarify your objectives and to provide feedback or input. Student presentations to your firm will be held the 1<sup>st</sup> and 2<sup>nd</sup> week of December.**

Attached is a description of the program and the requirements criteria. If you are interested in obtaining a rigorous growth-solution analysis of your business, please complete the application below. This is a free technical assistance resource for your business. Each team will have faculty supervision and direction. Over 50 SBDC Clients have participated thus far and have had exceptional success with the student contributions.

**If you would like to discuss the program further, you may contact me directly at 848-445-8788 or you may email [njsbdcnb@business.rutgers.edu](mailto:njsbdcnb@business.rutgers.edu). If you would like more information regarding the Student Internship Program, please contact us either now or during the course. Further details will be provided.**

Sincerely,

*Elayne P. McClaine  
Regional Director-Middlesex County  
NJ Small Business Development Center  
at Rutgers New Brunswick-Livingston Campus*

**Our suggested criteria are:**

1. Client should be wrestling with a challenge of growing their business. For example, identifying funding, staffing, product development, entering a new market, evaluating a new technology platform or facility etc.
2. In business for at least 3 years.
3. Minimum of \$250,000-\$350,000 in revenue
4. Minimally employees in addition to the owner (would prefer 5-10 employees but that depends on who is available)
5. Company has headquarters/focus of operations in Middlesex County
6. Must agree not to use the students as cheap labor, or interns.
7. Should be willing and able to share (understanding it will be treated as confidential) financial statements and written draft or actual plans for the business-strategy, staffing, codes of conduct/ethics, personal policies, etc.
8. Time commitment
  - a. Owner has time to commit to participate in a kickoff meeting with the students
  - b. Ability to host an onsite meeting with the team (or at least a second meeting at a convenient location for the students)
  - c. Attend a final presentation or watch a 10-15-minute video/review an accompanying slide presentation evaluating student recommendations
  - d. The client also understands that they may be asked periodically (but not incessantly) for information/clarifications from students

**Our objectives for Students are:**

1. To develop student's intuition about how to effectively manage a growing venture.
2. To enable students to take a systematic approach to identify choices that are more likely to lead to increased profits for a particular firm
3. To teach students how to identify profitable growth opportunities for the entrepreneurial firm, and gain insights in to how invest assets or acquire resources to implement that growth
4. To provide students with real opportunities to identify challenges that may occur during and post start up and apply conceptual frame works to propose creative solutions
5. To provide students a practical knowledge of entrepreneurship and real life business management

**Our Objectives for Clients are:**

1. To provide Owners/Clients with relevant recommendations that addresses a current growth challenge while helping students practice their presentation skills.
2. To provide a collaborating team of students to help analyze alternative business strategies
3. To provide contemporary analysis and strategies for growth in a customized fashion



### **CLIENT BUSINESS & PROJECT SYNOPSIS FOR MANAGING GROWING VENTURES COURSE**

<b>Name of Business:</b>		
<b>CEO/COO/Owner Contact Name &amp; Title:</b>		
<b>Best Contact Phone:</b> <i>(this is the number the program will use to contact you)</i>		
<b>Contact email:</b>		
<b>Physical Company Address:</b> <i>(this is the address where students will have the initial meeting)</i>		
<b>Company Website:</b>		
<b>Company Start Date:</b>		
<b>Employees:</b>	<b>#F/T:</b>	<b>#P/T</b>
<b>Gross Revenue*:</b> <i>(Criteria to participate is \$250,000 gross revenue)</i>		
<b>Specific Business Problem:</b> <i>(This is the problem students will work on during the semester)</i>		
<b>Specify Industry:</b>		
<b>Business Certifications</b> <i>(List all that apply)</i>		
<b>BUSINESS DESCRIPTION:</b>		

