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Make an Investment in your Small Business!

**Strategic Business Planning Workshop**

**April 4, 11, 18, 25 and May 9  
6:30-9:00 PM**

Community Recreation and Environmental Education Center

Haverford Reserve, 9000 Parkview Drive, Haverford, PA 19041

This intensive program enables students to complete an investor pitch or business plan draft through lectures, classroom exercises and homework. Taught by Wharton SBDC Instructor, HPED Board Member and Haverford Township resident, John Ondik.

**The course will include:**

* April 4: Define your Value Proposition and Mission Statement
* April 11: Refine your Value Proposition and Draft your Sales Projections
* April 18: Develop financial data, including Reverse Income

Statement and Income (P&L) Statement

* April 25: Develop Financing, Milestone, and Operations Plans
* May 9: Participate in Investor Deck Presentations

The course will also include free follow-up consulting for participants who

successfully complete the program.

**Cost:** $375

HPED is offering a rebate to members to be given on the first night of the course

($25 for Business Members, $75 for Gold Level Supporters, and $100 for

Platinum Sponsors). Visit [**www.hped.org**](http://www.hped.org) for information on joining HPED.

**Registration:** Visit <http://bit.do/HPEDWSBDC>

**Contact:** Regarding registration, contact Erin at [wsbdc@wharton.upenn.edu](mailto:wsbdc@wharton.upenn.edu)

Regarding HPED, contact Jeanne at [jangell@hped.org](mailto:jangell@hped.org)