



October 22, 2009

Dear Student:

The Student Entrepreneurial Empowerment Development (SEED) Project is an exciting, motivational programme designed to develop your self-reliance, innovativeness and entrepreneurship. The ultimate goal of the Scotia Bank funded project is to expand your employment choices so that upon or before graduating you would not have to rely entirely on jobs in the public and private sectors, but consider launching your own business thereby ensuring employment for yourself and others.

The Project anticipates that you will understand the basic characteristics of successful entrepreneurs, the risks and rewards of entrepreneurship and small business ownership, the value of innovation, the importance of networking, the need to conduct careful business research and to develop business and market plans. You will also become aware of the organisations that support small business, the relevant legislation including incentives applicable to small businesses and the requirements of agencies responsible for supporting and financing small businesses.

The 2<sup>nd</sup> Entrepreneurs' Forums Series is scheduled to begin this semester. The following topics will be covered:

- SEED in the Classroom - September and October 2009
- Entrepreneurs' Forum 1: Are You Ready to Start Your Business? November 4, 2009, 3Ws Pavilion, 1:00 to 3:00 PM
- Special Presentation: Entrepreneurial Opportunities in Services, November 11, 2009, 3Ws Pavilion, 1:00 to 3:00 PM
- Entrepreneurs' Forum 2: Is Your Idea Viable? Creating, recognising and seizing the Opportunity: How to turn an Idea into a Business, November 18, 2009, 3Ws Pavilion, 1:00 to 3:00 PM
- Entrepreneurs' Forum 3: The Innovation Imperative; Protecting your Business: Intellectual Property and You, November 25, 2009, 3Ws Pavilion, 1:00 to 3:00 PM

We will take a break for the December examinations period.

The Series will continue in Semester II, February 2010 with:

- Intensive Training on Business Plan Development;
- Choosing the Right Structures: Forms of Business Ownership;
- Life Skills;
- Adding the Numbers and Raising Capital; and,
- Marketing Strategies: Keeping Ahead of the Competition.

Once you attend all of these forums, you will be eligible to enter the 1<sup>st</sup> Business Plan Competition. The winner of this competition will be funded to participate in a BCSI trade mission and have the opportunity to explore market opportunities for their business.

We look forward to hearing from you.

Contact:

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Yours sincerely

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