

HERE'S HOW WE
CAN ASSIST YOU...

- ◆ **Comprehensive Entrepreneurship Training:** Learn how to successfully start your own business, create a business plan, and create an effective marketing plan. We also offer life skills training. There is a minimal cost for the training.
- ◆ **“Is Entrepreneurship For Me?”:** Find out if entrepreneurship is really for you through this 8-hour class. We hold classes monthly.
- ◆ **Business Development Power Workshops and Seminars:** Find out how to start your own business in our *free* one-day workshops offered in the fall, winter, and spring.
- ◆ **Resource Library:** Visit our library which houses books on start-up guides, journals, magazines, business development software, video tapes, audio tapes, and audio books.
- ◆ **Online classes:** Acquire business start-up skills anywhere, any time through our online classes!
- ◆ **Presentations:** Invite us to learn more about entrepreneurship and our center's

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LOOKING FOR FUNDS? TRY THESE AGENCIES!

■ U.S. Small Business Administration

<http://www.sba.gov/financing/sbaloan/snapshot.html> (404-651-3550). The SBA offers numerous loan programs to assist small businesses. It is important to note, however, that the SBA is primarily a guarantor of loans made by private and other institutions. Their programs include: (1) Basic 7(a) Loan Guaranty; (2) Certified Development Company (CDC), a 504 Loan Program; (3) Microloan, a 7(m) Loan Program; (4) Loan Prequalification; (5) CommunityExpress loan; and (6) Women and Minority Funding sources.

■ State Of Georgia

<http://usgovinfo.about.com/gi/dynamic/offsite.htm?site=http://www.georgia.org/economic/index.asp> (404-962-4000)
Georgia provides a wide variety of statutory and negotiated incentives for eligible projects, including: (1) Tax Credits; (2) Tax Exemptions; (3) Taxation; and (4) State Programs wherein Industrial Revenue Bonds can provide below-market financing for construction of manufacturing facilities.

■ Local Government Offices

Atlanta Development Authority: 404-880-4100
DeKalb County Economic Development: 404- 687-2730
Fulton County Economic Development: 404-730-4000

■ Private Financing

Always try your local SBAs and banks first! Georgia is the financial center of the Southeast, with many of the nation's top commercial banks and major international banks serving the state.

■ Hispanic American Center for Economic Development <http://www.ghcc.org>. (703-934-6969)

■ The Women's Economic Development Agency <http://weda-atlanta.org/> (770-499-3228)

■ Georgia Cities www.georgiacitiesfoundation.org/event_detail/default.asp?eventid=14369. (888-488-4462)

■ Georgia Department of Community Affairs (DCA) www.dca.state.ga.us/economic (706-583-2640)

■ Georgia Micro Enterprise Network (GMEN) www.georgiamicroenterprise.org

■ Atlanta Regional Commission, Atlanta GA. www.atlantaregional.com (404-463-3100)

■ OneGeorgia Authority www.onegeorgia.org

■ Angel Network for Communities www.kauffman.org/pdf/angel_guidebook.pdf (816-932-1000)

■ The Atlanta Technology Angels (ATA) www.angelatlanta.com

■ Capital Partners www.capitalpartnerscdc.com (404-475-6000)



Atlanta Metropolitan College
Georgia Association of Minority
Entrepreneurs/
Center for Entrepreneurship

**How To Start
Your Business...**
*no matter your
age!*

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HOW TO BE YOUR OWN BOSS!

Everyone has heard of these famous African-Americans:

John Johnson
Russell Simmons
Sean “Puffy” Combs
Oprah Winfrey
Daymond John
Joe Dudley
Reginald Francis Lewis
Gary Farrah

What do these famous entrepreneurs have in common? Well, they exhibited the spirit of entrepreneurship very early in life. Some of them even started businesses when they were teenagers or in college.

Consider yourself...have you always wanted to own your own business, but does not know where to start? Look no further, Atlanta Metropolitan College's GAME/Center for Entrepreneurship is here!

GAME/Center for Entrepreneurship aims to provide minorities who wish to start small businesses with the skills, training, services, resources, and referrals you need to successfully start and operate thriving business enterprises. We

DO YOU HAVE WHAT IT TAKES TO BE A SUCCESSFUL ENTREPRENEUR?

☐ **Resourceful.** Will you take the initiative to bring together resources to produce goods or services to produce a profitable business?

☐ **Innovative.** Do you like to introduce new products and new ways of doing things?

☐ **Decisive.** Are you willing to make difficult decisions to set the course of your business?

☐ **Tenacious.** Are you ready and willing to prepare funding proposals and applications for loans, venture capital, and funds from investors?

☐ **A Risk-taker.** Are you willing to risk time, effort, reputation, and funds?

☐ **A Planner.** Are you willing to take the time to develop a sound business plan?

☐ **A Go-Getter.** Are you ready and tenacious in making your business plan a REALITY! The entrepreneur is willing to learn whatever skills are needed to be successful!

Do you have these personal qualities?

I started earning at a young age. I am careful about money, passionate about my idea, competitive, optimistic, insatiably curious, eager to learn, flexible, persistent in the face of failure, willing to learn from failure; a cutting-edge thinker and goal setter; and have great work ethics!

TIPS ON HOW TO START YOUR BUSINESS

1) **Do what you enjoy.** Selecting the wrong business is the #1 mistake that entrepreneurs make. When deciding, rank the businesses using these questions: Do I love this business? Will I fill a growing need? Can I learn this business from others? Can I test its feasibility? Try not to start a high-risk business or one where you have to provide the lowest price or bid.

2) **Start your business while still employed.** Have money coming in, if your business does not work out. Get your family involved in the business while you're at work.

3) **Get help.** Ask a friend, family member, business partner, or mentor to provide support; get help on things you are not qualified to do (e.g., bookkeeping, legal issues).

4) **Get customers first.** Do your networking now, give out free samples and other incentives.

5) **Write a business plan.** Know what's going to happen operationally and financially by setting goals through a business plan.

6) **Do research.** Talk to a similar business owner or a professional association to know the pros and cons of the business; get an idea on markets, marketing, financing, and other business planning requirements.

7) **Line up your money.** Contact investors, lenders, banks, family members for your business's financing. Have a back-up plan if you don't get financing. Don't risk all your family assets. Live frugally so that you can use the saving for your business start-up.