

Sky is the Limit!

Entrepreneurship as
Employment





Background



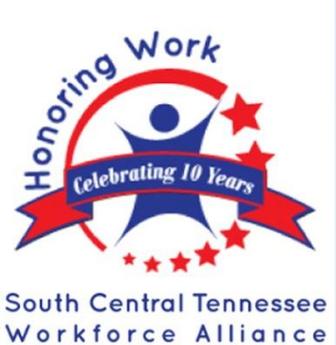
- **High unemployment**
- **Created a series of informational workshops**
- **Workshops were performed by subject matter experts**

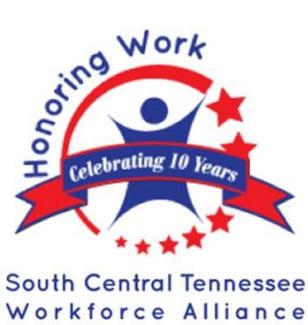


Entrepreneurship

in the Workforce Development System

- Junior Entrepreneurship Program
- Entrepreneurship Workshops
- SMTEC (Southern Middle TN Entrepreneur Center)

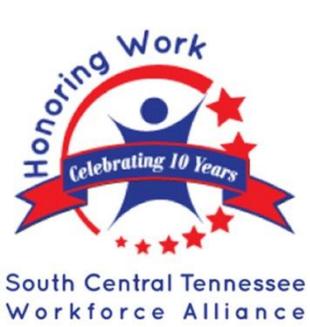




Junior Entrepreneurship Program



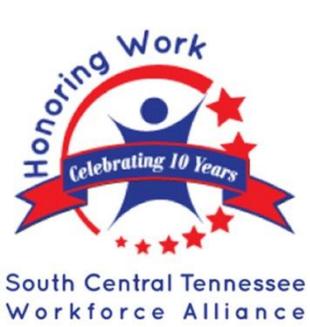
- Partners: South Central TN Workforce Alliance, USDA, South Central TN Development District, public/private school systems, city mayor's office, & Columbia State Community College
- One day workshop for high school juniors
- Students were taken through the steps of starting a business
- Several subject matter experts spoke
- Goal was to show youth that entrepreneurship is a viable option for employment (career path)



Entrepreneurship Workshops



- Partnered with Columbia State Community College
- 2 rounds of 10 sessions were led by subject matter experts and held in 8 counties
- Mass layoff at General Motors-Spring Hill plant

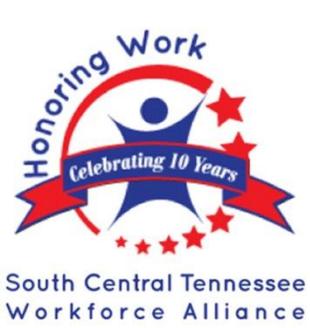


Entrepreneurship Workshops



- Topics covered:

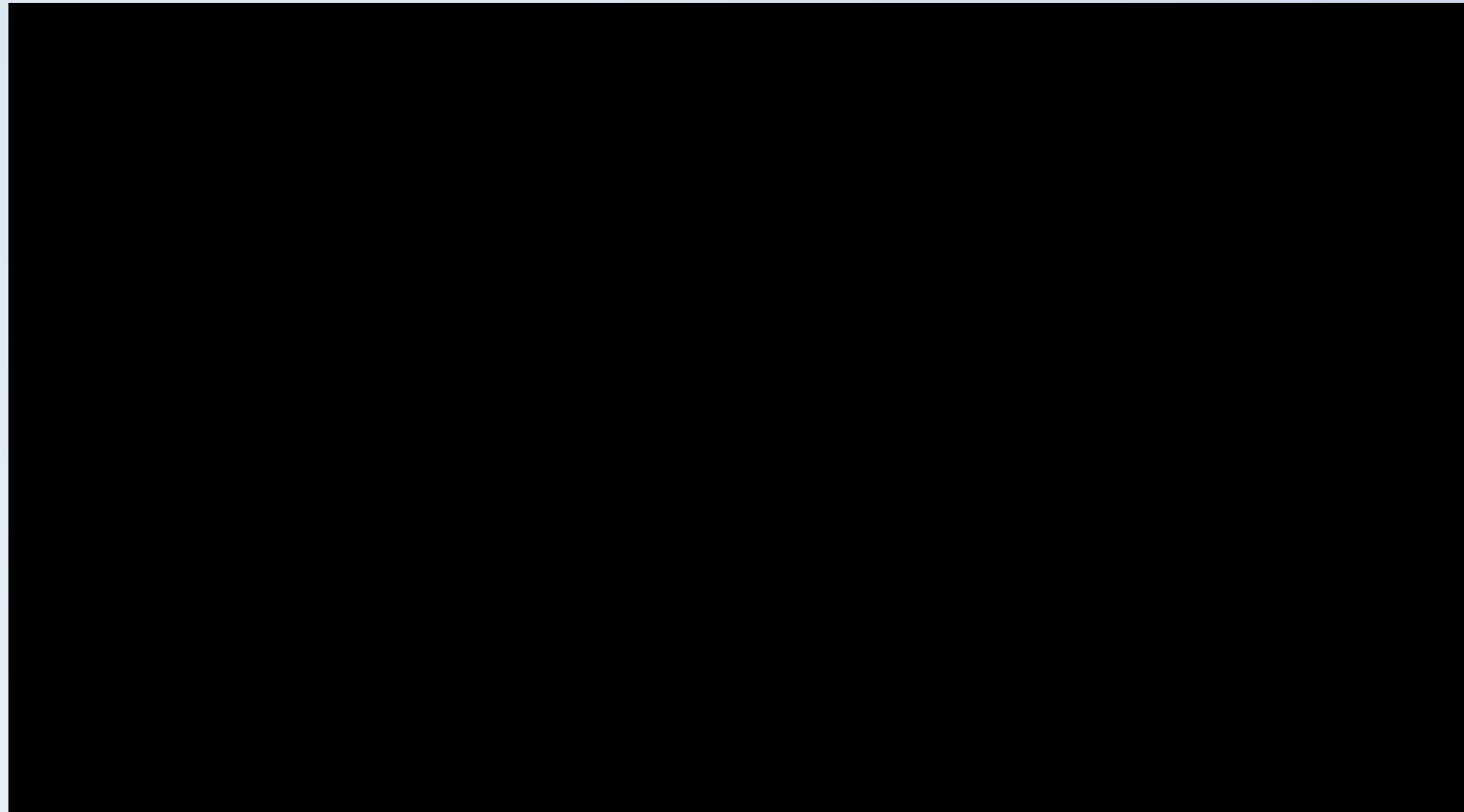
1. Overview of Business Plan & Which Business to Start
2. Legal Structures, which is right for your business
3. Accounting for Small Business
4. How to Price Your Product or Service
5. Importance of Cash Flow to Survival of a Small Business
6. Marketing for Small Business
7. Challenges of Managing a Small Business
8. How to Develop a Business Plan
9. & 10. Panel presentations and discussion lead by bankers, accountants and local businesses



Entrepreneurship Workshops



Success Stories



SMTEC (Southern Middle TN Entrepreneur Center)



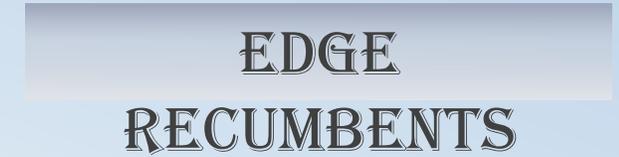
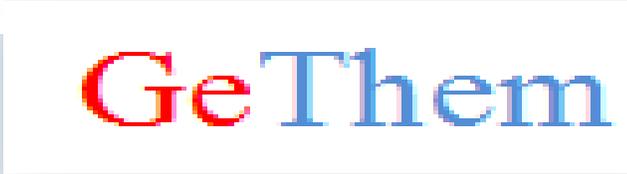
- LWIA 10 was awarded 1 of 9 Jobs Base Camps under the Nest TN program
- Formed fiscal partnership: (SMTEC) Southern Middle TN Entrepreneur Center
- First Accelerator / Incubator was held at the Workforce Development & Conference Center at Northfield in 2012 (www.trainatnorthfield.org)



56 graduates from a combination of (1) 8-week camp, (2) 3-Day camps, and (2) 1-day camps

Southern Middle
TENNESSEE
EntrepreneurCenters

TennesSeed™ Camp Graduates



Passport**Parking**



PerformanceScrubs.com

Southern Middle
TENNESSEE
EntrepreneurCenters

TennesSeed™ Camp Graduates



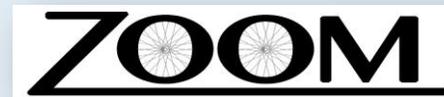
locally-crafted brand awareness



Penguin Club International, LLC



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Tennessee HOMES, LLC



Little Napkin Notes

SMTEC (Southern Middle TN Entrepreneur Center)



- Automotive accelerator will begin mid May 2013 at the Workforce Development & Conference center at Northfield
- Eight companies will participate

autoXLR8R

powered by
SMTEC



Questions?

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