

CULTIVATE LANCASTER

ENTREPRENEURS FORUM

PRESENTED BY



April 27, 2017 | 5:00-9:00 pm
Southern Market Center | Downtown Lancaster

5 PM	Registration + Networking
Come early to check in, chat & network. Food trucks & refreshments available.	

6 PM	Opening Remarks
Welcome, introduction & event overview from Lancaster City Alliance & ASSETS.	

BREAKOUT SESSIONS

HOSTED BY:



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration

6:25 PM	7:10 PM	Breakout Session #1
<p>Room 1: Show Me the Money: Preparing for Investment Need funding to grow your business? Find out how to find those funds with loans or equity investments.</p> <p>Room 2: Marketing Doesn't Have to be Scary: 5 Things You Need to Know to Grow Your Business Learn key marketing basics every business owner needs to know to make sure you are getting a return on your investment. <i>This is an overview class to lay a foundation for marketing sessions in Breakout Session #2.</i></p> <p>Room 3: Finding Some Space: Real Estate for Start-ups Explore real estate options for small business owners & entrepreneurs.</p> <p>Training Room: Business Startup Basics: 8 Practical Lessons Basic Business Formation Overview, complete with a "quick & dirty" breakeven analysis for your business idea.</p>		

7:15 PM	8:00 PM	Breakout Session #2
<p>Room 1: Learn the Law: Business Registration & Legal Issues Learn the options for business registration – & the ramifications of those choices – featuring an entrepreneur-focused Q&A with lawyers.</p> <p>Room 2: Get Social: Promoting with Facebook & Instagram For entrepreneurs with an established business & are looking for specific tactics to get the most out of these popular social media channels.</p> <p>Room 3: First 100 Days: Marketing on a Shoestring Budget Kick off your marketing efforts without breaking the bank, from logo & website creation to mastering social media. For brand-new business owners & entrepreneurs still in the idea phase.</p> <p>Training Room: The Rising Tide: Using Your Business For Social Good Panel discussion featuring social entrepreneurs highlighting how they use their business not only to make a profit, but also to make Lancaster a better place for all.</p>		

6:25 PM	8:00 PM	Ongoing // Elsewhere During Breakout Sessions		
<p style="text-align: center;">1-on-1 Mentoring</p> <p>Sign up for 45-minute mentoring slots with SCORE.</p>		<p style="text-align: center;">Pitch & Brew</p> <p>Pitch ideas, get feedback, provide feedback for others.</p>		<p style="text-align: center;">Networking Lounge</p> <p>Eat, drink & make connections.</p>

8:05 PM	8:45 PM	Closing + Networking	Hear something that piqued your interest? Need to finish a conversation that started earlier? Here's your chance to exchange business cards & emails.
--------------------	--------------------	-----------------------------	---

REGISTER AT:

www.cultivatelancaster.com