ENCORE ENTREPRENEURSHIP

Turn your experience into a rewarding small business.

Have you ever thought about starting your own business? Perhaps you are retired or you have been laid off, and you’re looking for some extra income or something to keep you busy. Encore Entrepreneurship is on the rise for people like you. Never before has it been easier for 50+ individuals to monetize their knowledge, skills, and experience. Life By Design NW™ and the Oregon Small Business Development Center Portland Community College present Encore Entrepreneurship to help you turn your experience into a rewarding small business.

“SBDC advisors have encouraged, challenged, and inspired me while giving me honest feedback and direction as I grow our little pickle business following my motto ‘baby steps forward’.”

Betsy Walton, Our Favorite Foods

OREGON SMALL BUSINESS DEVELOPMENT CENTER
PORTLAND COMMUNITY COLLEGE

971-722-5080
sbdc@pcc.edu
www.bizcenter.org/PCC
Encore Entrepreneurship is more than a class.
The Oregon Small Business Development Center Portland Community College has worked with thousands of small businesses to get started and become more profitable. The Encore Entrepreneurship program is designed to give you a holistic approach to starting your own business, based on your life experience and interests, working alongside your peers. In this program, we’ll help you:

1. Assess yourself as an entrepreneur and decide if entrepreneurship is right for you
2. Generate several business ideas and help you decide on the right business concept
3. Create an action strategy through developing a business plan
4. Set yourself up for success by learning key business concepts and topics
5. Develop your business for long-term prosperity

<table>
<thead>
<tr>
<th>PRE – START (phase 1)</th>
<th>PRE – START (phase 2)</th>
<th>START – UP (phase 3)</th>
<th>PRE – GROWTH (phase 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encore Concept Development</td>
<td>Business Design Series</td>
<td>Better Smarter Richer</td>
<td>Solo Business Builders</td>
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<tr>
<td>Develop a viable business</td>
<td>Develop a basic business plan.</td>
<td>Learn and understand the principles of solopreneurship.</td>
<td>Learn business principles of sales, marketing, goal setting, and more.</td>
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<td>idea. $200</td>
<td>$125</td>
<td>$299 bit.ly/BetterSmarterRicher</td>
<td>$1,000 bit.ly/SoloBiz</td>
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PCC offers payment plans.

**Features:**

- **One-on-one business advising** in confidential monthly meetings.
- **Business education** taught by subject-matter experts.
- **Cohort learning and networking** to discuss challenges, exchange resources, and find solutions with peers.
- **Access to 25+ veteran business advisors** with a wide range of backgrounds and expertise including business strategy, search engine optimization, QuickBooks, and financing.
- **Access to market research** resources such as Southern Oregon University Market Research Institute, SBDCNet, Reference USA, MarketLink, and Euromonitor.

Learn more at bit.ly/EEinfo

2014 Recipient of SBA’s Region 10 SBDC in Excellence and Innovation
The Oregon Small Business Development Center Portland Community College has helped thousands of businesses over the past 30 years. We combine one-on-one advising with programs taught by business experts, giving our clients the resources they need to grow their businesses. In 2014, we worked with over 700 small business owners, trained over 1,500 clients in a wide range of courses, and celebrated many successes. We’d love to celebrate your success.