

Florida Photonics Cluster

The mission of the Florida Photonics Cluster (FPC) is to support the growth and profitability of the photonics industry through the strength of a unified voice. The driving forces of the FPC are networking opportunities with industry peers, an expansive resource base, and an educational community focused on industry input for curriculum development. The FPC is a 501c(6) not-for-profit corporation.

SATURDAY, NOVEMBER 8, 2008

The UCF Incubation Program and UCF Center for Entrepreneurship & Innovation announce the next offering of the “Excellence in Entrepreneurship Certificate Course”

This dynamic, intense short course explores the realities of planning and starting a company and helps you learn how to successfully develop and launch a business.

Taught by experienced entrepreneurs, professional service providers and entrepreneurship faculty from the University of Central Florida, the course will help you clarify your business concept and walk you through the steps of planning and starting a business. The course will introduce you to resources and advisors that provide invaluable support in laying the foundation for a successful company. Below are comments from some of the participants in our last class:

“This course has been extremely helpful and beneficial. I really appreciate how ‘the good, the bad and the ugly’ were presented and the wealth of resources in Central Florida I learned about.”

“We’ve had an amazing restructuring due to what we learned in class and are experiencing an increase in business.”

“The class really helped to crystallize what I was doing, how to do it better and who I am doing it for. Thanks!”

“I’m better prepared to build a quality team and I’m excited about the marketing ideas I learned. The course is an outstanding value!”

The course begins Tuesday, January 20, 2009 and concludes Tuesday, February 10, 2009. Classes will be held from 6-9pm at the Disney Entrepreneur Center facility located on 315 E. Robinson Street, Suite 100, Orlando FL., 32801.

The course fee is \$400 for the first participant from a company and \$200 for each additional participant from the same company.

Class Schedule

Tuesday, January 20, 2009

Session 1 - Developing Successful Business Ideas

Is your business concept an idea or truly an opportunity? Learn how to tell the difference. Learn how to analyze the opportunity to develop an effective business model.

Thursday, January 22, 2009

Session 2 - Building a Strong Business Team

The product or service you will offer is important. Even more important is the team you build - management, employees, Board, investors, service providers. Learn how to build the best team possible to drive the success of your new venture.

Tuesday, January 27, 2009

Session 3 - Proper Legal and Ethical Foundations

Many decisions are involved in establishing a new venture. Learn what the legal options are. Explore how to establish high standards of business ethics.

Thursday, January 29, 2009

Session 4 - Marketing Strategies and Effective Sales

No matter how beneficial your product or service is, if you don't know who the customer is and tell the message in an effective way to get their attention, you won't have sales.

Tuesday, February 3, 2009

Session 5 - Funding and Financing

You've analyzed the opportunity and begun to build a team to drive success. You've written a great business plan. How do you secure the financial resources to make it all happen?

Thursday, February 5, 2009

Session 6 - Entrepreneurial Insights

A panel of experienced entrepreneurs will share their insights "from the trenches". What have they learned? What would they do differently? What is their advice to you?

Monday, February 9, 2009 and Tuesday, February 10, 2009

Session 7 - Business Presentations

You will have the opportunity to make a presentation to a group of experienced entrepreneurs and get feedback about your business, market and financial opportunities

Register by January 13, 2009!

ENROLLMENT FOR EACH COURSE IS LIMITED TO THE FIRST 20 REGISTRATIONS.

Please contact us at (407) 882-2296 or email Melissa Wasserman (mwasserm@mail.ucf.edu). For more information on the UCF Incubation Program visit: www.incubator.ucf.edu