

# BIZCONNECT

CENTERS FOR ENTREPRENEURSHIP



*2010-2011*

Houston Community College



# Business Plan Competition



## Newspring Business Plan Competition



If your Business Plan wins, you can win award money to get you started!



### Entry Rules

- ✓ At least one entrant on each team must be actively enrolled and in good standing with HCC (Fall 2010 or Spring 2011; can be Continuing Education students)
- ✓ Entrants must work in teams of at least two
- ✓ At least one member of each team must complete BUSG 2309 (for credit) or BUSG 2009 (continuing education)



### Who should apply

- ✓ Entrants who want to turn their business idea into a serious business
- ✓ Entrants who are in a struggling business that needs a new course of action
- ✓ Entrants whose employer needs a new business direction and/or new product line



### Timelines for the 2010 competition

- ✓ November 1, 2010 Enrollment begins\*
- ✓ January 20, 2011 Enrollment deadline\*
- ✓ April 7, 2011 Submission deadline for written business plan
- ✓ April 28, 2011 Finalists present business plans to judges
- ✓ April 29, 2011 Winners announced and awards presented

\*It is an advantage to enroll as early as possible. Each contestant team will get a maximum of four (4) hours of advisor counseling per month during the contest period. Contestant teams will be enrolling, accepted and paired with their advisors from Monday Nov. 1, 2010 thru Thurs Jan. 20, 2011. Applicants will receive notification of acceptance within ten (10) days of a complete application submittal, and will be paired with advisors shortly thereafter. Rules may be subject to revision.

***Create a new business and a new future for you!***

For more information visit:  
[www.hccbizconnect.org](http://www.hccbizconnect.org)  
Email: [c4e@hccs.edu](mailto:c4e@hccs.edu)  
Or call: 713-718-6650

Newspring promotes economic development by nurturing new and existing local businesses in Spring Branch. Newspring's mission is to help these businesses succeed by providing expertise and avenues to markets that they might otherwise not reach.



# Business Plan Competition

The Key: Identify individuals who are interested in starting a business.

1. Different kind of student
2. Educated and not interested in a degree
3. Eager to gain the knowledge
4. Needs a solid Business Plan
5. Committed to the training
6. NEW MARKET

*“Going through the steps of constructing a business plan opened my eyes and helped me to literally map out the success of my business. My advisors did an amazing job steering me in the right direction.”*



**Desiree Worrell-Mosley**

First prize winner of the 2011 HCC Newspring Business Plan Competition

# Chancellor's Innovation Fund

In 2008, the HCC Board of Trustees established an Innovation Fund Program; the purpose was to invest in innovations to benefit our students.

- To create solutions for improvements
- To translate existing strategies into new settings
- To create new knowledge and practices

# Centers for Entrepreneurship Proposal

Goal: Develop 2 Centers for  
Entrepreneurship to grow businesses  
in Houston

# 7 Key Strategies

1. Identify Strategic Partners
2. Develop Workshops, Seminars, Boot Camps
3. Create vibrant website: [HCCBizconnect.org](http://HCCBizconnect.org)
4. Develop Entrepreneurial Certificates
5. Partner with Continuing Education to mirror academic courses
6. Identify Advisory Board Members
7. Link with Student Chamber of Commerce

# Strategy #1: Identify Strategic Partners





# Strategy #3: HCCBizconnect.org

## BIZCONNECT

CENTERS FOR ENTREPRENEURSHIP



[About Us](#) | [Our Programs](#) | [Our Strategic Partners](#) |  [GO](#)



*"We equip start-up entrepreneurs with the tools and relationships needed for success in today's challenging economy."* [READ MORE](#)



### Entrepreneurship Classes



### Entrepreneurship Certificates



### Workshops & Seminars



### Special Features

#### Ask the Experts

Talk with experts in banking, creating a business plan, sales, marketing, information technology, accounting, law, tax, leadership consulting & MORE in an interactive roundtable! Sharpen your business skills with over 250 years of professional, executive experience at your fingertips!

[Read more —](#)

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#### July Bootcamp a Huge Success!

HCC Trustee Bruce Austin welcomed the group with Career & Technical Education Dean, Ken Hernandez. Ms. Tiffany Champagne served as Mistress of Ceremonies and introduced outstanding Houston entrepreneurs who shared their stories of success and challenge.

[Read more —](#)

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#### Enroll for Fall Entrepreneurship Classes Now

Fall 2010 classes for the Business Plan Certificate and the One-Year Certificate have been announced with more coming soon. Don't miss this opportunity to start working

### College Centers

Find a Center for Entrepreneurship near you:

- Northeast College
- Northwest College
- Southeast College

### Upcoming Events

**August 11, 2010**  
Ask the Experts

**August 15, 2010**  
HCC Summer Semester Ends

**August 21, 2010**  
Starting and Running Your Own Business

**September 11, 2010**  
Business Ownership Workshop Series at HCC

[View All Events](#)

### Entrepreneurial News

Plan Pays Off for Aspiring Photographer

HWOCOC Star Awards

Anatomy of an Entrepreneur

Small Businesses are the Heart of the United States' Economy

# Strategy #4: Entrepreneur Certificates

## Business Plan Certificate

Course	Title	Credits
BUSG	Entrepreneurship and Economic Development	3
MRKG	Principals of Marketing OR	
ACNT 1303*	Introduction to Accounting OR	
ACNT 2301*	Principals of Accounting I	3
BUSG 2309	Small Business Mgmt-an-Entrepreneurial Approach	3
	<b>TOTAL CREDIT HOURS</b>	<b>9</b>

\* Either accounting class taken for the Business Plan Certificate will also be applicable to the One-Year Certificate's accounting class requirement.

# Strategy #4: Entrepreneur Certificates

## One-Year Certificate of Entrepreneurship

Course	Title	Credits
LEAD 1200	Workforce Development with Critical Thinking	2
BUSG 1301	Introduction to Business	3
ACNT 1303	Introduction to Accounting	3
BUSG 1373	Entrepreneurship and Economic Development	3
MRKG 1311	Principles of Marketing OR	
MRKG 2312	E-Commerce OR	
HRPO 2301	Human Resources	3
	<b>1st Semester Total</b>	<b>14</b>
BUSG 2305	Business Law/Contracts	2
BUSG 2309	Small Business Mgmt-an-Entrepreneurial Approach	3
BUSG 1382	Cooperative Education – Entrepreneurship/ Entrepreneurial Studies	3
	<b>2nd Semester Total</b>	<b>9</b>
	<b>TOTAL CREDIT HOURS</b>	<b>23</b>

# Strategy #4: Skill Specific Entrepreneur Certificates

- Entrepreneurship in Barbering: 25 credit hours
- Entrepreneurship in Salon Management: 25 hours
- Entrepreneurship in Landscape/Horticulture: 49 hours
- Enhanced Skills Certificate in Filmmaking: 12 hours
- Enhanced Skills Certificate Automotive: 12 hours
- Enhanced Skills Certificate Audio Recording: 12 hours

# Strategy #5

Partner with Continuing Education to mirror academic courses.

BUSG 2309 Small Business Development

BUSG 2009 Small Business Development

# Strategy #6: Create an Advisory Board

**Robert Westheimer**

Newspring

**Jeannie Bollinger**

West Chamber of Commerce

**Dale Konichek**

HCC Business Professor

**Victor Alvarez**

Newspring

**Robert Leday**

Tax Service Consultant

**Joe Little**

HCC Corporate College

**Leo Womach**

Houston Angel Network

**Diane Lipton**

East End Chamber of Commerce

**Daniel Seymour**

HCC Vice-Chancellor

**Jack Barry**

Entrepreneur

**Raj Mashruwala**

SCORE

**Johnella Bradford**

HCC Dean

**Paul Pryzant**

Attorneys & Advisors

**Marlon Mitchell**

Houston Business Development

**Kenneth Hernandez**

HCC Dean

**Tracie Welch Brenton**

Houston Business Journal

**Zachary Hodges**

HCC College President

**Kelly J. Zúñiga**

HCC Foundation

# Strategy #7: Partner with Existing Student Group



Student Chamber  
of Commerce

# *Third Track of Education*

Entrepreneurship may also be considered the  
“Third Track of Education”

1<sup>st</sup> Track: Traditional Academic Coursework

2<sup>nd</sup> Track: Workforce Training (Career & Technical)

3<sup>rd</sup> Track: Entrepreneurship *new & emerging*

# Results

- ✓ Over 1,000 students participated
- ✓ Partnership with Small Business Development Center
- ✓ Partnered in Governor's Small Business Forum Workshop
- ✓ INNOVATION NORWAY: Partner for Entrepreneurship
- ✓ New Grant with Goldman Sachs 10,000 Small Business Initiative

HCC Centers for Entrepreneurship  
Goldman Sachs 10,000 Small Businesses  
Project Directors

Thank you!

Q & A

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