

So You Think You Want to Be an Entrepreneur...



Presented by:
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Own a Business, Own Your Future Initiative
Lansing Community College – Lansing, MI

Summary of OAB Event

- A. Students in business or marketing courses
- B. Prep for presentation and pitching business concept
- C. Sharing with coaches for refinement
- D. Pitch to judges
- E. Immediate feedback from judges and follow-up, in-depth written response to plans



Participants

- A. Workforce Innovation and Regional Economic Development (WIRED) committee
- B. LCC Faculty
- C. American Marketing Association (AMA) representatives
- D. Intermediate School District (ISD) faculty
- E. Intermediate School District (ISD) students

Participant Roles

- A. LCC Faculty as Coaches
- B. AMA representatives as Assistants
- C. Entrepreneurs as Judges



Challenges and Triumphs

A. Challenges

1. Articulation requirements
2. Faculty overload
3. Getting to the right students
4. Starting early enough
5. Staff required to sell the concept and organize the activity



Challenges and Triumphs cont.

B. Triumphs

1. Support for subs and bussing
2. Student enthusiasm
3. Training as opportunity to fine tune
4. Key Note
5. Student and observer response to key note
6. Evaluation

Feedback from participants

- A. Interest in revisiting
- B. Value of real life experience
- C. Appreciation of opportunity
- D. Thrill of coming to campus
- E. Confidence builder
- F. Initiating of businesses



Plans for the Future

- A. Different structure
- B. Begin earlier to recruit
- C. Different kinds of recruitment events



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Own A Business – Own Your Future!
A Strategic Pathway to Successful Entrepreneurship

