

Minority Small Business Launch Center Core Programming

SPRING 2022 PROGRAMMING

Introduction To The Resources of the VSU Center for
Entrepreneurship & the Minority Small Business Launch Center
Wednesday, February 23, 11-11:30AM

How To Develop a Business Model
Wednesday, February 23, 1:20-2:00PM

Small Business Certification Program with StartUp Virginia
Executive Director, Richard Wintsch
Monday, February 28, 10:45-11:30AM

Assessing the Feasibility of your Business Idea & VSU's Business
LaunchPad Certification Program
Monday, March 7, 10:45-11:30AM

Choosing Your Business Legal Form: Attorney Doris Edmunds
Wednesday, March 9, 1:20-2:00PM

Small Business Human Resources Strategy: Kelly Suazo of AnchorIn
Management Consulting & Talent Acquisition Firm
Monday, March 14, 10:45-11:30AM

Identifying Your Target Market & Starting Your Marketing Plan
Wednesday, March 16, 10:45 -11:30AM

Building Your Personal and Business Credit:
Shawn Vattelana of People's Advantage Credit Union
Monday, March 21, 10:45 -11:30AM

Business Financial Statements: Arthur Wharton, Ph.D. in Accounting
Wednesday, March 23, 1:20-2:00PM

Funding and Investment Capital Sources
Monday, March 28, 10:45-11:30AM

Intellectual Property Protection: Attorney Cheryl Black
Wednesday, March 30, 10:45 - 11:30AM