

# FINANCING ECO INNOVATION

*Brought to You by Chamber of Eco Commerce*

The Chamber of Eco Commerce will host a series of '**Starting A New Business**' Forums to bring together new technology experts, leaders, and learners. These forums will bring face-to-face innovators, investors, and business and policy leaders, to learn how to build an Eco Commerce Hub or Business, discover new business models, alternatives to the conventional solutions, discuss new partner projects, and exchange success stories. **If you are considering building an Eco Commerce Hub or starting a new Business, this event is a crucial first step for you!**

**Planning and knowledge** provide a **competitive advantage**. This event is designed to help business leaders build an Eco Commerce Hub or entrepreneurs to launch their new business. The event includes valuable recommendations, research ideas, and an overview of the important areas of business operation from a practical perspective.

**The agenda focuses on the needs of aspiring Eco Commerce Leaders, Entrepreneurs, Owners and Employees of new businesses.**

A certificate of completion is awarded after attending the event, and hands-on-advice for specific information needs will be provided by qualified **Preferred Service Providers (PSP)**.

Topics for discussion include: **traits of successful Eco Commerce Leaders and entrepreneurs, market research, legal structures, estimating start-up costs & cash flow projection, financing alternatives, failure factors, and business planning**. Since lack of planning is one of the top reasons new businesses fail, attending this comprehensive forum may be one of the most important decisions you make prior to opening a regional Hub or business.

Successful, **high-impact marketing** relies less on money and more on knowing how to use time, energy, and imagination. Increase sales and profits with effective marketing strategies designed especially for Eco Commerce Hubs and businesses. Learn how to maximize your marketing dollars and build your bottom line with creative low-cost and no-cost marketing ideas in the areas of public relations, advertising, and marketing research. It's essential that you successfully brand your company, as well as differentiate and position yourself in the marketplace. Attend this event and learn what gets investors and customers in the door, how to get funding or make the sale, and how to keep them coming back without spending a small fortune!

This workshop presents information regarding the different **legal structures**, advantages and disadvantages of each structure, formation and ongoing requirements, liability issues and tax implications, and other statutory requirements including licensing, trade name registration, service marks and trademarks.

Launching a business requires the **setup of records and systems in the areas of accounting, personnel and organizational documents**. Learn how to expedite the process. Start with the set up of accounting records that produce basic financial statements. Participants receive templates and guidelines that list various accounting tasks and essential policies to safeguard business assets, as well as checklists to insure that personnel and company files include regulatory documents.

All aspects of **federal/state taxes** will be covered, including registration requirements for each legal form of business, tax obligations for employees and independent contractors, computation of employee payroll taxes and filing periodic returns, and issues relating to specific deductible business expenses such as entertainment, the use of a personal automobile and the home.

Starting a business without a plan is like going on a trip without a map. Writing an effective business plan helps you start, finance, build and manage your business. Discover why a business plan is critical to your success, especially if you need a loan or an investor for your business. This workshop covers the sections of the business plan, information required for each section, and the general format for a business plan. In addition, you will receive a detailed planning outline and other information to help you develop an effective plan.

For more information, please email: [info@ChamberofEcoCommerce.com](mailto:info@ChamberofEcoCommerce.com)