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FOR IMMEDIATE RELEASE

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MASTER THE BASICS WITH BEDC's ENTREPRENEURSHIP 101!

Hamilton, Bermuda 28 February 2024 – Registration is open, and enrolment has begun for 'Entrepreneurship 101', an entrepreneurship education course hosted by the Bermuda Economic Development Corporation (BEDC). The Entrepreneurship 101 course provides new and aspiring entrepreneurs with the knowledge, tools, and resources needed to start their businesses successfully. Participants can expect to walk away with an understanding of the basics of small business management and how to create an effective business plan.

The course will run from March 19th, 2024, through May 7th, 2024, with sessions every week, Tuesdays from 6pm – 8:15pm. Excited to assist another round of eager entrepreneurs, Donte Hunt, Director of MSME, had this to say about the upcoming course: "In designing Entrepreneurship 101, we aimed to address the real-world challenges and uncertainties entrepreneurs face here in Bermuda. Our daily interactions with business owners give us a deep insight into the complexities of starting and running a business on the island. This course is crafted to demystify the entrepreneurial journey, offering practical steps and strategies for success. At BEDC, we're committed to supporting our entrepreneurs by providing them with a solid foundation to thrive."

Jadiyah Bailey, a previous course graduate, had this to say about the course: "I want to express my sincere gratitude to you and the BEDC for running such a course. This course has changed my life in only a few short weeks. I feel more confident and am starting to envision and embody what it will feel like to be a full-time entrepreneur. The information and inspiration given throughout the past weeks has been invaluable. I am grateful to have had access to such a great course. Immense kudos to you and the team at BEDC, who are supporting and encouraging current and future entrepreneurs."

Entrepreneurship 101 will cover the following topics:

- Making the decision to start a business;
- Validating your product or service;
- Writing a business plan;
- Understanding Government obligations;
- Knowing the cost of your business;
- Funding your business; and
- Marketing, Operations, and Human Resources.

Entrepreneurship 101 aims to help entrepreneurs enhance their business knowledge and guide them through what can seem like a daunting process. The more knowledge they have, the easier the process, and the faster they can begin business. The Entrepreneurship 101 Course will be taught at the BEDC Office, 1st Floor, Sofia House, 48 Church Street, Hamilton, every Tuesday from March 19th to May 7th from 6pm until 8:15pm. The early-bird pricing of this course is \$292 until March 8th and regular pricing of \$325 thereafter. The Entrepreneurship 101 course requires a minimum of 15 participants to proceed and there is a 40-participant maximum for the course; spaces are limited, so register today to avoid disappointment!

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Business at
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For more information or to register for the course, please visit www.bedc.bm; email info@bedc.bm or call 292-5570.

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About BEDC

The Bermuda Economic Development Corporation (BEDC) is Bermuda's source of free, confidential business advice. The mission is to actively assist the development of a strong, well-managed and prosperous local business sector in Bermuda. The key objective of the BEDC remains providing a broad range of business advice, counsel and financial assistance to local businesses in Bermuda. - END

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