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MASTER THE BASICS WITH BEDC's ENTREPRENEURSHIP 101!

Hamilton, Bermuda, 30 August 2024 – The Bermuda Economic Development Corporation (BEDC) is excited to announce that registration is now open for the eight-week 'Entrepreneurship 101' course. This educational program is designed to equip new and aspiring entrepreneurs in Bermuda with the essential knowledge, tools, and resources needed to launch and manage their businesses successfully. Running from September 24th, 2024, to November 12th, 2024, the course will consist of weekly sessions every Tuesday from 6:00 pm to 8:15 pm at the BEDC Office, 1st Floor, Sofia House, 48 Church Street, Hamilton.

Facilitated by Ray Lambert, entrepreneur and BEDC consultant, the Entrepreneurship 101 course thoroughly introduces small business management and walks participants through the key components of creating a robust business plan. The course has been structured to offer theoretical knowledge and practical insights, with guest experts and testimonials from established entrepreneurs adding real-world perspectives to the curriculum.

Commenting on the course's importance, Mr. Lambert said, "Entrepreneurship 101 addresses the real-world challenges and uncertainties entrepreneurs face here in Bermuda. This course is crafted to demystify the entrepreneurial journey and offer practical strategies for success."

Participants in the course can expect to gain a comprehensive understanding of what is required to start a business in Bermuda. The course will guide them through each component of building a business plan, including understanding local legislation, establishing business and government contacts, and building a budget to help identify start-up expenses. By the end of the course, participants will have developed a preliminary business plan and be better equipped to navigate the complex business landscape in Bermuda.

One of the key elements of Entrepreneurship 101 is its practical approach, reflected in the weekly curriculum. The course begins with an introduction to deciding to start a business. It gradually builds on that foundation with sessions on validating your product or service, writing the business plan, understanding government obligations, calculating the cost of your business, securing funding, and managing marketing, operations, and human resources. The final session will be a wrap-up and review, followed by a celebration of the participants' achievements.

Reflecting on her experience with the course, Jadiyah Bailey, a previous graduate, shared, "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. Immense kudos to the BEDC team."

Early bird registration is available until September 8th for \$292, after which the regular price of \$325 will apply. The course requires a minimum of 15 participants to proceed, with a maximum of 40 spots available, ensuring personalized attention and an intimate learning environment. Spaces are limited, so early registration is encouraged to secure a place.

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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. Don't miss out on this opportunity to take the first step toward entrepreneurial success!

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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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