

# Entrepreneurial Training Institute (ETI)<sup>TM</sup>

## *Transition for Nonprofits*

### *to include a Profit-Generating Small Business*

a program offered by the  
New Jersey Economic Development Authority (EDA)  
and

New Jersey Development Authority for Small Businesses, Minorities' and Women's Enterprises (NJDA)



#### **WHY MAKE THE TRANSITION?**

Nonprofit organizations want to reduce their reliance on grant funding for the long term. Social entrepreneurship is a tool that can align the organization's mission with the capacity to earn income and adhere to IRS compliance regulations. This includes identifying a sustainable business idea, completing a market analysis, creating a marketing plan, understanding financials, developing resources and boards, and receiving ongoing technical assistance.

#### **WHAT IS ETI FOR NONPROFIT (NP)?**

Technical assistance is provided by EDA through three programs designed to sequence the nonprofit's journey to define and grow a successful earned-income venture.

**Brainstorming and Idea Screening (SE-NP I)** - Interested in social enterprise, but don't yet know what type of business to pursue? This program helps you to define the characteristics of a business that fits with your organization, and then facilitates narrowing your options. After a half-day group training class, our consultants will come to your site to facilitate a half-day brainstorming and screening retreat with your staff and/or board. The consultants will continue to work with you to support your screening activities.

**Business Case Development (SE-NP II)** - Once you know the idea, this program helps assess the feasibility of moving forward. It includes examining and building organizational commitment and a feasibility assessment of the business idea, competition, financial readiness, and documenting sales and expense assumptions. NP organizations identify steps and resources complete an analysis of readiness. Instruction is delivered in a half-day group setting, followed by our consultants coming to your office for a half-day retreat, with an additional half-day of mentoring from the consultants.

**Business Planning (SE-NP III)** - Develops a quality business plan in a methodical process with feedback to prepare for grantmakers or lenders. Instruction session is 12 hours in a group setting with additional feedback time allocated, including 8 hours of on-site facilitation. The instruction team assists nonprofit organizations in preparing a compelling "pitch" to present to a panel of accountants, lawyers, marketing professionals, lenders and grantmakers. This panel provides an opportunity for feedback and networking with lenders who finance nonprofits including the EDA. After the presentation, mentoring is available to start and expand this initiative.



#### **WHAT ARE THE STEPS TO ENROLL?**

##### ✓ **BEFORE CONTACTING ETI**

To work in the program, you must be a 501(c)(3) organization, and you must have a basic understanding of social enterprise. Our consultants will work with you by phone to determine the program stage that is right for you.

##### ✓ **CALL FOR A READINESS ASSESSMENT**

Contact ETI to schedule an assessment of the organization's readiness. The recommendation from the assessment will be either admission into ETI or counseling to prepare for ETI.

**Call: 609-292-9279**

**email: [eti@njeda.com](mailto:eti@njeda.com)**

**website: [www.njeda.com/eti](http://www.njeda.com/eti)**

##### ✓ **REGISTER FOR ETI**

ETI is hosted on a rolling schedule throughout New Jersey.

- ✓ 2007 dates are noted on the reverse
- ✓ Complete an ETI registration form after assessment and recommendation of readiness
- ✓ Submit non-refundable payment
  - ◆ **Brainstorming and Idea Screening (SE-NP I)** - \$500
  - ◆ **Business Case Development (SE-NP II)** - \$500
  - ◆ **Business Planning (SE-NP III)** - \$1,500
  - ◆ NJDA/ETI, PO Box 990, Trenton, NJ 08625  
(Check or money order; no credit cards accepted)

##### ✓ **PROGRAM DELIVERY**

EDA provides quality technical assistance through Aperio, one of the nation's leading consulting firms for non-profits engaged in social enterprise. Aperio staff are content experts in earned-income ventures and provide valuable depth of knowledge, experience and network within NJ, nationally and internationally.

##### ✓ **RECEIVE MENTORING**

NP organizations who complete the panel presentation are eligible for additional Mentoring to grow this earned-income venture provided by Aperio.

#### **ETI Primary Sponsors**

**Bank of America**



**PNC BANK**



**Merrill Lynch**



**WACHOVIA**

# New Jersey Economic Development Authority (EDA)



## Entrepreneurial Training Institute (ETI)

FOR

NONPROFITS - SOCIAL ENTREPRENEURSHIP

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### TECHNICAL ASSISTANCE OFFERINGS - ROLLING SCHEDULE THROUGHOUT NEW JERSEY

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#### BRAINSTORMING AND IDEA SCREENING (SE-NP I)

- ✓ Spring Session: March 13<sup>th</sup> 9:30 am - 12:30 pm Newark
- ✓ Fall Session: October 3<sup>rd</sup> 9:30 am - 12:30 pm North Brunswick

\*\* On-site facilitation and mentoring schedule based on availability

#### BUSINESS CASE DEVELOPMENT (SE-NP II)

- ✓ Spring Session: May 15<sup>th</sup> 9:30 am - 12:30 pm Newark
- ✓ Fall Session: November 14<sup>th</sup> 9:30 am - 12:30 pm North Brunswick

\*\* On-site facilitation and mentoring schedule based on availability

#### BUSINESS PLANNING (SE-NP III)

- ✓ Spring Session:
  - Class 1 March 14<sup>th</sup> 9:30 am - 12:30 pm Union
  - Class 2 March 28<sup>th</sup> 9:30 am - 12:30 pm Union
  - Class 3 April 11<sup>th</sup> 9:30 am - 12:30 pm Union
  - Class 4 April 25<sup>th</sup> 9:30 am - 12:30 pm Union
- ✓ Fall Session:
  - Class 1 September 12<sup>th</sup> 9:30 am - 12:30 pm North Brunswick
  - Class 2 September 26<sup>th</sup> 9:30 am - 12:30 pm North Brunswick
  - Class 3 October 10<sup>th</sup> 9:30 am - 12:30 pm North Brunswick
  - Class 4 October 24<sup>th</sup> 9:30 am - 12:30 pm North Brunswick

\*\* On-site facilitation and mentoring schedule based on availability